

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Oct. 28, 1908.

No. 5.

The "Proper Caper" May Not Always Be a Capper Paper

but if the trade of 75,000 of the most prosperous families in the United States means anything to you,—families that have produced this year *real wealth* to the value of at least \$75,000,000,

And if you are enterprising enough to make the effort to get it,

Then, the proper caper is a Capper paper—

The Farmers' Mail and Breeze.

I can give you forty "reasons why" you can use it with profit.

But I believe *your own reason* is a better guide to you than another man's "reasons why."

So, I prefer, simply to give you a few facts and let you use your own reason.

Here are the facts about the *Farmers' Mail and Breeze*:

It has over 75,000 circulation, among the farmers of Kansas and Oklahoma—more than double the circulation of any other Kansas farm weekly.

It has more circulation in Kansas than any other farm paper published anywhere has in any one state, and enters more farm homes in Kansas than all other farm weeklies combined.

This is \$1.00-a-year-in-advance circulation—not the give-away kind—always increasing, keeping pace with the rapidly developing territory which it covers.

It is the sterling character of the paper that has made it successful; it gets close to the people by good clean work.

It has for its constituency a vast army of thrifty, well-to-do country people in the most prosperous state in the Union.

It renews over four-fifths of its circulation each year—a greater percentage than any other farm journal in the West.

It carried twice as much live-stock, agricultural, poultry and land advertising the past season as any other farm weekly in Kansas.

Year after year, month after month, it carries the same leading agricultural advertisers because it invariably stands at the top as a profitable medium for reaching the farmers of Kansas and Oklahoma.

Arthur Capper
Publisher.

Topeka, Kan., Oct. 21, 1908.

P.S.—I shall be glad to send you regularly the *Copper Bulletin*. It will tell you all about this great field and how to reach it, or you can get full information of any of my branch offices: 1306 Flatiron Building, New York, J. C. Feeley, manager; 409 U. S. Express Building, Chicago, J. E. Brown, manager; 401 Century Building, Kansas City, S. N. Spotts, manager; 1012 New York Life Building, Omaha, W. T. Laing, manager.

FARMERS' MAIL AND BREEZE

The Wisconsin Agriculturist

Should Be On An Advertiser's List

Because

it is subscribed and paid for by 60,000 good farmers, nine-tenths of whom are Wisconsin farmers. It is endorsed by experts as an authoritative farm paper, by farmers as a safe and sane guide, by advertisers as a matchless business bringer. For further information write the publisher, its Eastern or Western Representative or ask your agent. We guarantee a circulation of 60,000 weekly at 25c. per line. May we tell you more?

The Wisconsin Agriculturist

ARTHUR SIMONSON, PUBLISHER

Racine, Wisconsin

GEORGE W. HERBERT
Western Representative
First National Bank Building, Chicago

WALLACE C. RICHARDSON
Eastern Representative
Temple Court, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXV.

NEW YORK, OCTOBER 28, 1908.

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CANNING SPEECHES FOR CAMPAIGN PURPOSES.

THEY TALK ALL THEY CAN AND ALL THEY CAN'T THEY CAN—AN INTERESTING ACCOUNT OF HOW BRYAN AND TAFT WERE INDUCED TO RECORD UPON PHONOGRAPH RECORDS THEIR VIEWS ON THE VITAL ISSUES OF THE CAMPAIGN—A NOVEL IDEA IS GENERALLY RICH IN MATERIAL FOR FREE PUBLICITY.

It was an advertising man who injected into this year's presidential campaign its most conspicuous element of novelty and, perhaps, also of effectiveness.

Under the new conditions, Bryan may be spell-binding the farmers out in Kansas by his eloquence and logic, yet at the very same time Bill Bilkins, at Boston Corners, Maine, may lighten his hours and enlighten his mind by listening to the self-same eloquent voice of the "Silver-tongued Orator."

While Mr. Taft may be taking things easy in a hammock out on brother's farm in Ohio, thousands may hear him speak day after day. They both indeed may sleep—but their voices go on forever!

Likewise, the man who is anxious to get at the roots of things may conduct in the privacy of his own library a joint debate between the leading candidates, making them talk slowly or quickly as suits his temperament, or repeat and reiterate their views and promises until he finally satisfies himself one way or the other regarding the soundness of their respective platforms. It is rather a novel circumstance that a candidate can thus address himself to the voter of the family without the latter having to go down and stand for hours at some railroad station or wait in some crowded

auditorium for the party leader.

When the enormous circulation of a popular record put out by the Edison people is considered, it is not strange that the National Phonograph Company conceived the idea of inducing the "Great Commoner" to whisper a few of his famous utterances into an Edison Phonograph. It is estimated that the "circulation" of a popular phonograph record often reaches the three hundred thousand mark and that each of these records is heard by at least a hundred different persons.

If Bryan or Taft had planned this year a speech-making campaign lasting from July first to November first and providing for two speeches a day, six days a week, and if each of these speeches should be heard by at least three hundred different voters, at the end of the four months' campaign he would have addressed but fifty thousand persons, hardly .05 per cent. of the population of this country. By "canning" ten different speeches, he could have taken a restful pleasure trip to Europe and at the same time have carried on a vigorous, "personally-conducted" campaign, reaching at least fifty million persons, or more than 50 per cent of the population of this country.

When Bryan was first approached on the subject of making phonograph records, he quite naturally refused. The idea did not appeal to him as being in keeping with the dignity which his position as a public man required. When the vote-getting possibilities represented by the widespread circulation of a phonograph record were pointed out to him, however, he eventually consented.

The Bryan records, twenty-six in number, were made out at Fair-

view, Mr. Bryan's Nebraska home. Of these, ten were clear enough for use. They are types of the Bryan oratory, and although made when Mr. Bryan had not been nominated the third time, they are all qualified to fit very nicely into his campaign plans.

The ten Bryan subjects are "Swollen Fortunes," "The Labor Question," "The Railroad Question," "The Trust Question," "The Tariff Question," "Popular Election of Senators," "Imperialism," "Guaranty of Bank Deposits," "An Ideal Republic," and "Immortality."

The last is the best seller of them all, being made up of selections from one of the Bryan Lyceum lectures, "The Prince of Peace." It is oratory, not politics.

Each speech, although only two minutes' long, is complete on the subject under discussion. It is not merely an extract from a standard address, but a speechlet prepared for the occasion with all unnecessary words cut out. The following excerpts from a few of the "canned" talks illustrates the accepted style of phonograph phraseology:

"The Democratic party stands for Federal regulation, added to State regulation, and not substituted for it," the Bryan phonograph says on the subject of "Railroad Regulations." "Congress has more power now than it exercises against Federal incorporation of concerns doing interstate business.

"The Republican party cannot be trusted in a revision of the tariff. Infant industries fostered by the high tariff now are able not only to stand on their own feet, but tread on the feet of all of us."

Under the title, "The Labor Question" he discusses the "Eight-hour Day," "Labor and Capital," and "Government by Injunction."

"Trial by jury is so sacred it is not denied the meanest criminal. Then why should it be denied the workingman? There should be trial by jury when the alleged contempt of court is committed outside the presence of the court," he says.

"The only remedy for trusts

is extermination. Regulation of trusts by the Government was tried. It was found the trusts regulated the Government. The tendency of the trust is to increase the retail price, lower the price of raw material and lower wages, all to the end of increased profits."

Once the Bryan records were secured, the publicity agents of the phonograph company, Calkins & Holden, got busy and flooded the newspaper offices of the country with stories of all kinds relating to the records. As a result a tremendous number of free press notices was secured and an extraordinary interest aroused in the records. This fact undoubtedly led the Republicans to the belief that their candidate was losing a trick. At any rate Taft, some time afterwards, was persuaded to sit for a photograph of his voice, which he did at Hot Springs shortly after the deliverance of his speech of acceptance.

It took some maneuvering to get Mr. Taft to speak. At first he did not think it particularly dignified. Thomas A. Edison not only sent a personal representative to see Mr. Taft, but also had him go to Oyster Bay to see Mr. Roosevelt, partly with the idea of getting him to use his influence and partly in the hope that the President would utter a few remarks on assorted subjects treating of the affairs of the world in general. The latter object was not attained, as Mr. Roosevelt declined to speak.

Regarding Taft's disinclination to make phonograph records, Edison himself said:

"He didn't want to let us make them at first, but a personal appeal telling him it was far more dignified for him to talk to the people that way than from the back end of a train brought him around. He'll get there, all right. You know, there is a good deal of machinery, anyway, about politics."

When once Mr. Taft's consent was obtained, the National Phonograph Company sent its recording force to Hot Springs, Va. It took two days to get the twelve records which the company has on its list. From time to time in the

course of the two days Mr. Taft took moments from golf and politics to deliver into the recorder the remarks that he had selected.

Unlike a speech of acceptance, these had to be more or less brief, otherwise they would not get on the record. In fact, one of the speeches that Mr. Taft delivered did run over the record. He

moved from the machine and taken to the factory. There a mould is made and from it the duplicates that are sent out for use.

The selections made by Mr. Taft were for the most part paragraphs from his speech of acceptance. From the titles, however, some do not appear to have a real



ANOTHER PATENT INFRINGED ON.
—From the Philadelphia Record.

merely laughed the famous Taft laugh when told of it, and patiently went back, cutting out a little of it, to make it fit.

In the two days Mr. Taft stood for probably six hours altogether in front of the machine. It isn't just like a phonograph in appearance, because there is no bell mouth to the horn. It is more like a section of stovepipe.

The record, once taken, is re-

political bearing. The twelve titles are as follows: "Foreign Missions," "Irish Humor," "Republican and Democratic Treatment of Trusts," "Rights of Labor," "Unlawful Trusts," "Function of the Next Administration," "Roosevelt Policies," "The Philippines," "Enforced Insurance of Bank Deposits," "Jury Trial in Contempt Cases," "The Farmer and the Republican Party,"

"Rights and Progress of the Negro."

Mrs. Taft was highly interested in the process, and spent a great deal of time with her husband in the room while he was making the speeches before the machine.

The political clubs took very kindly to the record scheme and they have done great work in getting them before persons who otherwise never could have got anywhere near the men to hear them speak.

The subjects of both candidates in the main lie along the same lines, so that it is possible for the clubs which wish to do so to have little debates, quoting in turn what Mr. Taft and Mr. Bryan have to say.

There is no idea, however, of presenting any moving pictures while the phonograph is going, so as to give the semblance of a political speech made by the candidate, on the screen. This could have been done, but it did not seem to be dignified.

The distributors of these records have made a greater success with the Bryan records than they expected. There were no samples of the records sent out in advance, as is customary with the phonograph goods, but the advance orders were 130,000 for delivery on June 1. This is not counting the renewals of orders later in the year after Mr. Bryan was nominated, when they came in a much greater volume. For the Taft records there has been quite as heavy a demand. State and county committees throughout the whole country added the phonograph to the campaign outfit. Some of the State and county fairs also arranged to get them as an attraction for their shows.

The committees sent the phonographs and the records throughout the outlying districts, sandwiching in its speeches between those given by local celebrities. The phonograph company has been informed of many plans which have been devised, all with the idea of bringing the records into operation where they hope they will get votes.

This is the first time that the

phonograph has been used so largely in a campaign. When Mr. Bryan ran for the Presidency in 1900 some records were made of his speeches then. But the phonograph was not such a finished product and the distribution of the records was not so great. At present these political records rank away up among the best sellers of the Edison library.

It might be interesting to trace the heaviest sale of these things in order to attempt to figure out where the greatest interest in Mr. Bryan lies. As far as the distributors have been able to determine it is in the West and Southwest that the most people want to hear Bryan talk. Texas is one of the heaviest consumers of the Bryan records.

Both the candidates have good speaking voices, so that it was possible to make excellent work of the cylinders.

To the business man, one of the most interesting features of the campaign has been the amount of free publicity obtained by the phonograph company. As the idea of imprisoning the speeches of the candidates in the phonograph was timely and novel, newspapers and magazines everywhere gave it much attention, both editorially and pictorially. *Harper's Weekly*, *Judge*, *Puck* and other prominent weeklies, as well as hundreds of periodicals throughout the country, gave space to the subject, all treating it in a more or less humorous fashion.

On the whole, the idea has added a great deal of interest to the campaign. The phonographs have had the immediate effect of bringing voters in all parts of the country into intimate touch with the leading candidates. Moreover, they have aroused interest in the records as advertising mediums.

ALPHONSUS P. HAIRE.

Through an inadvertence the September *Sunset Magazine* was credited with a larger number of lines of advertising in our issue of Sept. 9 than it printed. The correct figures should have been quoted at 15,232 lines or sixty-eight pages.

Oct 19, 1908

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PUBLI

ESTABLISHED 1834.

PUBLIC LEDGER

THE PHILADELPHIA TIMES.
"ALL THE NEWS THAT'S FIT TO PRINT."

PHILADELPHIA, MONDAY, OCT. 19, 1908.

OVER 75,000 LINES AHEAD

The Daily PUBLIC LEDGER in the first nine months of 1908 distanced every newspaper, morning and evening, in "want" advertising. The figures for the nine months, counting ALL WANT advertising of every nature, form or style, are as follows (all paid, rates uniform, no special issues):

	LINES
Public Ledger.....	1,260,821
2d Newspaper.....	1,185,054
3d Newspaper.....	685,563
4th Newspaper.....	563,183
5th Newspaper.....	571,153
6th Newspaper (Evening) ..	740,798
7th Newspaper (Evening) ..	263,415

PUBLIC LEDGER lead over next highest, 13,107 lines. Including financial and book advertising, PUBLIC LEDGER LEAD over next highest, 137,093 lines!!

EXTRAORDINARY INCREASE.

Although 25,000 circulation was added to the Sunday PUBLIC LEDGER yesterday, the demand for the issue was not met. The call for more papers was so insistent that several thousand additional had to be printed last night. The sales of the Sunday PUBLIC LEDGER yesterday were nearly 33,000 larger than a fortnight ago. This increase in circulation has probably rarely been equaled in America.

THE MENACE OF EUROPEAN WAR.

The cables for the past twenty-four hours have been burdened with men-

bitious elements, have long paring for this day, and at utmost difficulty held in. The popular idea seems to be that the time to strike is now, before the breadth of view, the good taste that are characteristic of the man. He frankly said he was not expecting any electoral success in the South. He thought he could gratify him more, if he entered upon the Presidency, that Southern votes had helped him there. And this must be the universal wish of all who long for the end of sectional divisions.

Mr. Taft made no attack on the solidarity of the South. When discussing it, he showed that he understood its reasons and appreciated its sincerity. But he was determined to see if he cannot make a change of disturbing that tradition by getting to the place where tradition ought to be. He said the existence of three classes in the strict Democratic party was going to vote at all, who were going to vote for him, in hope that Taft would be elected. To the last two classes he appealed to, "come right out" and take their part in the active politics of the country.

Historic traditions are his. Few of us at the North understand the feeling above all, the fear of negro—that holds the white South, and all their

QUOIN CLUB'S NEW WORK.

THREE WAYS OF BUILDING UP TEAM-
WORK BETWEEN ADVERTISER AND
RETAILER—THE MONTHLY BUSI-
NESS STORY IN THE CLUB'S MAGA-
ZINES FOR RETAILERS—THE "QUOIN
CLUB KEY" FOR MANUFACTURERS
—FURNISHES SPEAKERS TO THE
RETAIL ASSOCIATIONS—WHAT THE
ORGANIZATION IS TRYING TO DO.

Last spring the Quoin Club appointed a new committee.

It was first given the title of "Anti-Substitution Committee," as most nearly describing the character of the work to be accomplished.

To-day, however, it is known as the "Publicity Committee," and this revised title exactly describes the work that it is actually carrying on.

The Publicity Committee of the Quoin Club plans and publishes the full-page reading articles that appear in its thirty magazines each month. These articles are now familiar to everybody in the advertising field. Their purpose is to show retail merchants the manifold advantages of selling nationally advertised articles, backing up the expenditure of the manufacturer in magazines, and sharing his profits therein.

The committee also edits the little monthly magazine, now quite as familiar, the *Quoin Club Key*. This periodical suggests ways in which the advertising manufacturer can help the retailer get the utmost benefit out of his (the manufacturer's) national advertising.

There is a third work about which less is known as yet, namely, that of sending Quoin Club speakers to the big conventions of retail merchants, and laying before their associations the advantages of handling advertised goods.

For a year before this committee was appointed the Quoin Club had published articles in its magazines exposing the ways of the substituting merchant. These articles were outspoken, and sometimes a bit caustic. Substitution is a real enough evil in the mercantile world. But only about five

per cent of the retailers in all lines, on the average, are believed to follow it as a policy, and these are petty traders, as a rule. The ninety-five per cent of merchants who sell advertised goods thought the just were being punished along with the unjust. On the whole, these articles probably did the reputable merchant good. The retailer who follows as clear and fair a policy with advertised goods as, say, Park & Tilford, would seem to have no reason to fear plain exposure of his shifty little competitor around the corner.

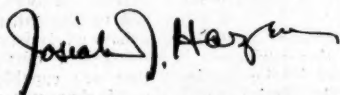
But the anti-substitution campaign had been worked out to its logical conclusion, anyway. When the new committee investigated, asking manufacturers for opinions, it found that something constructive was needed. That constructive something is embodied in the present work of the Quoin Club, and the committee changed its title because it is a publicity committee pure and simple.

The distribution of the monthly article published in the advertising sections of the magazines is wider even than the circulation of those publications. For, from the first article, which appeared in May, there has been a demand for copies among manufacturers, and the Quoin Club prints nearly 50,000 copies in the form of an envelope-filler, supplying these to manufacturers who ask for them, and who send them out in their correspondence with retailers. The drug and hardware trades are particularly well covered in this way, and demand for the envelope-fillers is steadily growing. Then, manufacturers like the Heinz company in Pittsburgh have secured electrotypes of this magazine page from the club, printing their own supply to be used in correspondence. They are also carried by salesmen, and used in selling to retailers. Still another way of distributing this page has been that of republishing it as an article in business periodicals sent to retailers by advertising manufacturers. This plan is followed by the Sherwin-Williams Company. Scores of letters have been received from prominent advertisers and adver-

A full page advertisement in July **McClure's** 1908 brought 400 replies within one week from the day the magazine was on sale, and the advertiser has continued to use pages every month to the present time.

Any number of testimonials would not prove that your advertisement in **McClure's** would bring satisfactory direct returns, but this one alone does demonstrate the fact that a great many people are interested in **McClure's** advertising pages.

Last forms for December
close November 9th.



Advertising Manager

FORTY-FOUR EAST TWENTY-THIRD STREET
NEW YORK

tising agents, testifying to the genuine value of this work in securing closer co-operation from retailers. At the same time, the monthly page is widely read by consumers, and for that reason it always carries some direct or indirect emphasis on the greater purity, reliability and economy of nationally advertised goods.

In the *Quoin Club Key* the committee has struck almost a new note in advertising methods. This little monthly is now read by more than 5,000 advertisers, agents, solicitors, salesmen and business men generally each issue, because nowhere else in advertising literature is its particular specialty dealt with. The *Quoin Club Key's* purpose is to show the advertiser how he may assist the busy retailer with window displays, signs, arguments for his clerks, and encourage him to get the full benefit of the advertiser's general publicity by advertising in his local newspapers. Much of the substitution is due, it is believed, not to any greed on the part of the retailer for a slightly better margin of profit on a "just-as-good," but to a lack of close relations between himself and the manufacturer, and a misunderstanding by the latter of the retailer's needs and problems. "Get together" is the theme of the *Quoin Club Key*, and it has made this so forceful through its articles and monthly editorials that several thousand requests have been received for the publication. One large manufacturing house asked recently for 2,000 copies of the *Quoin Club Key* to send to its trade. Advertising agents have asked for from a dozen to a hundred or more copies, mailing them to manufacturers whom they are working upon as prospective advertisers.

What the advertising manufacturer thinks of this periodical is concisely indicated in the opinion of Herman C. G. Luyties, president of the company making Sanitol products:

"In my judgment you have hit the nail on the head," says Mr. Luyties, "and in your work of education against the evils of substitution you are working along posi-

tive lines, and not, as formerly, on negative. It is as easy to build up as it is to pull down, and your present plan of going to the retailer with encouragement (*plus*) instead of criticism (*minus*) is one that is bound to bring good results."

The third part of the Quoin Club work, that of sending speakers to retail conventions and meetings, has developed a little more slowly. But during the past summer members have spoken before several important gatherings of merchants, explaining the viewpoint of the advertising manufacturer and magazine publisher, showing the scope of a national advertising campaign, and making it plain that the retailer becomes the direct beneficiary of every advertising manufacturer's enterprise; that every national campaign for a commodity good enough to stand this severe test makes for bigger sales and a definite education of the consumer to better qualities and fairer prices; that to reap his share of the benefit of such enterprise the retail merchant has usually only to stretch out his hand. These talks have been heartily received by retail merchants, and closer touch between the Quoin Club and the merchant has shown that there is little real basis for the antagonism that was supposed to exist.

Of all the advertising clubs, the Quoin Club is probably most influential in advertising and publishing circles. This in no way disparages other organizations. Most of the latter have been formed largely for good fellowship. But the Quoin Club was formed strictly for business. It has done much to clean up advertising sections in magazines, to establish fixed rates, and to strengthen the creative, efficient advertising agencies by its recognition of those agencies alone that are capable, and possessing good character and sound credit. Recognition from the Quoin Club is virtually the first thing the new advertising agent seeks in establishing his business. All this work has been of far-reaching value to the advertiser.

JAS. H. COLLINS.

CLINCHING BOYS' TRADE IN CLOTHING.

Boys—that is, most boys—take their clothes for granted, as something they're sure to get, somehow, somewhere. Up to a certain age all clothes look pretty much alike to the average boy and he doesn't care particularly which one of half a dozen stores his clothes come from. But let him understand that one of the half dozen stores gives birthday presents to its boy customers and the boy will immediately sit up and notice that store to the exclusion of the rest.

Sooner or later it makes a dent on father and mother, too—makes them feel a little bit cheap after breaking away and trading at another store to find that the store that sends birthday presents keeps right on sending them, never forgetting the date and always delivering the gift on time.

That's the way a big retail clothing house gets and holds a very large trade in boys' clothing and, incidentally, gets father's trade, too; for what surer way can there be to get on the soft side of father than through the apple of his eye—that boy.

When this store gets a new customer for boy's clothing, no matter how large or how small the boy, it asks the boy's name, address, age and date of birth. This information is entered on a card and filed in a regular card system. On that boy's next birthday, and on each succeeding one until he graduates into long trousers, the store sends him a birthday gift.

It isn't the value of the gift as much as the spirit of the thing that wins—the fact that the gift comes, and invariably at the right time, whether purchases have been made or not.

Of course, with the gift goes a nice little congratulatory note, but no fault is found if no recent purchases have been made for the boy, nor is there any intimation of obligation to purchase.

Three classes of gifts are used—according to the age of the boy—toys for the little chaps of two and a half or three years and useful school or other helps for the older

boys. The small, light gifts are mailed, while the larger, heavier ones are delivered by the firm's own wagons. The actual cost of each gift is kept well below twenty-five cents, partly because a higher cost would make this method of advertising needlessly expensive and partly because many parents would not permit their children to accept a more expensive present.

This seems an ideal way to keep in touch with regular customers, to reach and secure the parent's trade through the child, to win back old customers who have drifted away and to create among children a volume of word of mouth advertising which simply cannot fail to bring more business.

JACARTHUR.

Facts for Advertisers

The Chicago Record-Herald has added still another month to its record of advertising gains

*Display Advertising
Gained 18%
in August, 1908*

over August, 1907, and the charges for classified advertising increased five and four-tenths per cent. A notable showing for the dog days

*The Chicago
Record-Herald*

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

The Buffalo SUNDAY C



Send copy direct, through any recognized agency,

HAND, KNOX &

New York, Brunswick Building

Chicago, Boyce

BUFFALO SUNDAY COURIER

calls special attention to the fact that its circulation within a radius of 50 miles of Buffalo *greatly exceeds* the combined circulation of *all* other Buffalo Sunday papers in that territory.

The *sworn* circulation of the Courier exceeds 90,000 copies—nearly as many as the *total* (claimed) circulation of all other Buffalo Sunday papers.

The Sunday Courier sells for 5 cents a copy, and circulates largely in Buffalo and surrounding territory, whereas the circulation of some of its contemporaries includes a large foreign distribution which is of no direct value to American advertisers.

"The Courier Covers Buffalo"

recognize agency, or our direct foreign representatives

OX & COMPANY

Chicago, Boyce Building

St. Louis, Victoria Building

THE MODERN FARMER AND THE AUTOMOBILE.

HOW THE THOMAS B. JEFFERY CO. HAS SUCCEEDED IN CONVINCING THE TILLER OF THE SOIL THAT A RAMBLER IS A GOOD INVESTMENT—CHARACTER OF THE COPY EMPLOYED—SPACE IN FARM PAPERS HAS BROUGHT BEST RESULTS—WHAT THE AUTOMOBILE IS DOING TO MAKE RURAL LIFE MORE ATTRACTIVE.

Time saving has become almost as great a necessity to the success of the farmer as to the manufacturer. Labor saving devices, such as harvesters, potato diggers, cultivators, seed drills, cream separators, mowing machines and power hay-cutters and binders, now enable him to plant, cultivate, gather and market his crops in less time and at a lower cost than ever before in the history of agriculture.

Nor is this all. The gain in efficiency has given him another advantage—it has made his life on the farm more attractive and less burdensome—and has given him opportunity to get more closely in touch with what is going on in the big cities beyond his horizon. He is no longer isolated.

Of all the inventions that have been introduced during the past decade the automobile promises to be, if it not already is, the most valuable in carrying on the farming business and in bringing to the farmer and his family the benefits of community life which have hitherto belonged to the residents of towns and cities.

It has come to him as a blessing, an expensive one, perhaps, if the first cost is alone considered, but that is almost forgotten when he thinks of the time and labor it saves him.

The big city, fifteen, twenty, or even fifty miles away, is now no farther distant than the neighboring village used to be. A trip to town and back, of, say thirty miles, formerly consumed an entire day and it took all of the next day for the horse to rest up. Anything beyond that distance meant a railway journey.

Now the farmer jumps into his motor car, a half hour's ride brings him to the city, where he transacts his business, does some shopping and is home in time for lunch. He isn't fagged out, neither is the car; both of them could make the trip again after lunch if desired and not feel as if they were being overworked.

It was natural for the farmer to become a motorist. To the city man the automobile is a luxury; to the farmer it is largely a necessity. He only had to be convinced of his need and the ability of the machine to supply that need in order to become a purchaser.

Thomas B. Jeffery & Company, makers of the Rambler automobile, were among the first of the automobile manufacturers to perceive the possibilities of the farmer as a prospect, and in the fall of 1907 began an advertising campaign in a large list of prominent agricultural papers to convince him of the superior advantages of their machine.

This company, a pioneer in the automobile industry, is the outgrowth of the old Gormully & Jeffery Manufacturing Company, makers of the famous Rambler bicycle.

The first Rambler automobile was delivered to its purchaser in April, 1902. Since that time fourteen thousand of these cars have been made and sold. Many of these machines are now owned and driven by farmers who may be counted first among the enthusiastic motorists. The farmer is quick to take advantage of anything which tends to help him in his work or make his life on the farm more comfortable. This is especially true of those who count their acres by the hundreds and thousands.

Kenosha, Wisconsin (the home of the Rambler car), is located in the midst of one of the richest agricultural sections of the middle west. The Jeffery Company has had exceptional opportunities for studying the needs of the farmer. Many other manufacturers of automobiles had the mistaken idea that the farmer required a "farmer's" car. The contrary has proved

true. No buyer is more discriminating than the farmer; and few have as good a knowledge of the mechanical details of an automobile as he. Certainly no one appreciates more the advantages of those features which have become standard among the older manufacturers of automobiles. Recognizing these facts, Thomas B. Jeffery & Company adapted their regular models to fit the farmer's needs.

Before any article can be sold through advertising, the demand must be created, if it does not already exist. In the case of the Rambler automobile this was accomplished by explaining the practical benefits to be derived from its use, namely the saving of time, labor, and horses, and the creation of opportunities for pleasure and recreation.

Considerable space was employed in showing in what particulars the Rambler was better adapted than any other machine to fill the particular needs of the farmer. These arguments were principally used during the seasons of the year when the farmer had the most leisure to read advertising matter more carefully and investigate the statements made. Inquiries were invited and coupons for inquiries were attached to most of the advertisements.

In addition to the regular catalogue and follow-up matter usually sent a prospective customer, a special folder—known as the "Farm Folder"—was sent to those who had become interested through the agricultural advertising campaign. This folder enlarged upon the points covered in the farm paper advertising. It contained pictures and detailed descriptions of the car; also illustrations showing the various uses to which the car was being put by farmers who owned Rambler cars and testimonials from them telling of their experiences with the machines.

The copy was prepared by men who knew how to approach the farmer through advertising, backed up by a knowledge of the automobile business and of the Ram-

Nine Pointed Questions Addressed to Manufacturers of Goods for Home and Family Consumption

1. What is the total population of the cities of the United States which contain 10,000 or more people?
2. What are you doing to reach the 70% of the total population of the country not included in the above, inform them of your goods and educate them to their use?
3. Have you ever made a careful analysis of your sales distribution and compared the stability of your trade in the various districts: i.e., large cities with the outside sections?
4. Which is the more quickly and disastrously affected by business depressions, active competition and other causes? Which is the more responsive? Where is competition least acute?
5. How thoroughly or extensively do the big city daily newspapers cover the outside territory, and can they be used with economy for that purpose?
6. Where do magazines circulate most extensively?
7. If you could enlist the assistance of a visitor of strong influence, and splendid reputation, who regularly made a welcome weekly visit into a quarter of a million homes of the best class of people in over 12,000 of the smaller towns and villages of the United States, would you listen to his proposition to carry a message for you?
8. If he would agree to take a 300 word message into 70 homes for a cent, and would satisfactorily prove his ability to carry out his promise, would you disdainfully refuse to talk to him?
9. When we tell you that



a weekly newspaper now established over 25 years, showing a record of steady growth, year after year on merit alone, completely fills the visitor's description in question seven, will you give us the invitation we ask and let us lay the proofs in the shape of facts and figures before you personally, or will you instantly shy at this point as if you thought we were trying to work some baneful design on you?

It's up to you. If we are right, you want us to convince you. If we are wrong, you've lost only a little time. We're willing to put our time against yours.

SMITH & BUDD, Representatives,
225 Fifth Ave., New York,
3rd National Bank Bldg., St. Louis,
Tribune Bldg. Chicago,

Grit Publishing Co., Williamsport, Pa.

bler car in particular. Every inquiry was followed up, whether it appeared promising or not. Charles T. Jeffery, General Manager of the company, says:

"In no class of inquiries can you so little determine the value of an inquiry by its appearance. Many sales were ultimately made on inquiries made in pencil, on cards, wrapping paper, or almost any other convenient material that seemed to have been handy with which to make the request." Which only goes to show that the farmer is more than unusually attracted by advertising of the right sort. If he is at all interested he immediately sends for full particulars and determines almost as quickly whether or not he will invest in the proposition.

During the business depression, when nearly every business suffered, Rambler sales were larger than in any previous year and during the last four months the business has been three times greater than in the same period of any other year. It was at this time that the big results were obtained from the farm paper campaign.

With the farmer, much depends upon his crops. Buying, therefore, begins when good crops are assured or directly after they are harvested. Crops are good this year and the farmer's time of leisure approaches when he will take life a little easier. Although he reads the newspapers and his farm papers all the year round, he reads them more carefully during the winter when his work is slack. It is at this time that he makes his plans for next season. He looks over his agricultural implements to see what repairs are needed and what new machinery will have to be purchased. He considers what improvements can be made and perhaps makes up his mind what he will do to make his wife and children happy during the Christmas season. It is at this season that the advertising columns of the farm publications specially appeal to him.

The Rambler campaign has been a great success, so great in fact, that those agricultural papers

which stood up the best under the test of introducing the automobile to the farmer and persuaded him to buy, have already received renewal orders for space and new copy is now being run.

The farm press has once more made good as an advertising medium for a high-priced article like automobiles. What a vast field there is here for advertisers who have neglected the farmer in the past, the most independent and the richest (per capita) class of people in the country. Every advertiser who tries out the farm papers and gets satisfactory results probably asks himself the question, "Why didn't I use them before?"

FREDERICK J. BENJAMIN.

WHY DID THIS CAMPAIGN PROVE A FAILURE?

WINNIPEG, MAN., Oct. 17.—An auction sale of 1,250,000 acres of Saskatchewan lands, which was advertised extensively in western United States papers for weeks at a cost of \$30,000, to be sold at Regina this week, turned out a failure. Few persons attended the sale, and the company canceled the remaining days. The attendance of American buyers was slim.

There was a reason for the failure. What was it? Perhaps the copy was to blame—didn't make the proposition sufficiently attractive. Perhaps the wrong section of the country was appealed to. The East has by far the largest population and might furnish many buyers. Perhaps the mediums were not well selected. Seems as though the expenditure of \$30,000 by an experienced advertising agent ought to have sold the property.

That the sun of prosperity is shining in Des Moines is indicated by the recent purchase of the Masonic Temple block by the *Capital*, of that city, and the leasing of the ground on which it stands for a period of forty-five years. As the building occupies only a quarter of the block the *Capital* will have ample room for expansion for a long time to come.

WHOLESALESALE TURNING TO THE NEWSPAPERS.

IN SOME CITIES, SOUTH AND WEST, THE WHOLESALE HOUSES USE SUNDAY PAPERS TO GOOD PURPOSE—LIMITED QUANTITY OF THIS KIND OF ADVERTISING—WHAT THE WHOLESALE HAS TO SAY—A RECENT DEVELOPMENT OF ADVERTISING THAT OUGHT TO BE CARRIED FURTHER BY NEWSPAPER PUBLISHERS.

The wholesaler does very little advertising, compared with retailers and manufacturers. While the latter are using magazines to reach the consumer and eliminate the wholesaler on one hand, and retailers are using newspapers to build a volume of business that will enable them to buy of manufacturers direct, and eliminate him too, the wholesaler's advertising is confined pretty much to trade journal cards, and postals sent out ahead by his drummers.

The wholesaler has many important things to say to his customers, however, and plenty of new potential business to seek through the printed word. But his advertising methods are hardly modern. He writes poor copy for one thing, and is a bit handicapped in mediums for another. The trade journals are excellent so far as they go. But their circulation is thin when considered on a national basis, and to cover a large wholesale line it is necessary to use many different kinds of trade journals, and the circulation is often scattered outside a wholesaler's sphere of operations.

Within the past year or two there has been an interesting departure among wholesale houses in the South and West. These concerns have tried newspaper advertising, and seem to be reaching not only a live, interested public, but to be developing sound wholesale arguments.

The wholesaler's new medium is the Sunday newspaper in cities like Atlanta, Spokane, etc. Publishers seem to have taken the initiative, getting out special issues at the beginning of the important buying seasons, when the whole-

saler has something to say to country merchants in several states about him. The circulations of Sunday papers throughout the United States have widened so greatly in recent years that a wholesale house now finds a considerable audience among outlying merchants on that day. To make it more interesting, the publisher doubtless mails a good many sample copies to retailers when he sends out one of these special wholesale editions.

Last summer the *Atlanta Journal* got out a very commendable wholesale issue, carrying a vigorous and representative line of advertising for the big jobbing houses in that city. Some of the advertisers clung to the business card and fall announcement idea to a degree that made copy meager and stilted. But others talked of the convenience of Atlanta as a market, the economies of time, freights, etc., to be effected by buying there, their own facilities for taking care of orders quickly and making shipments without delay. Comparisons were made with competing wholesale markets in other cities. Some houses offered to pay merchants' expenses in coming to inspect stock.

One millinery concern expressed willingness to help merchants secure competent millinery assistants. Some of the big jobbing houses from other cities advertised special displays of fall and holiday goods in the sample rooms of Atlanta hotels, enumerating the lines and manufacturers.

As an illustration of the way they do it out in Spokane, the accompanying announcement of the Spokane Dry Goods Co. is reproduced from the *Spokesman-Review*—part of a full-page spread.

Here is a field of advertising that, while hardly scratched as yet, seems to have remarkable possibilities.

The modern jobbing house has been a target for most of the brickbats and hard words of other business lines. The manufacturer makes capital with the consumer by explaining how he has cut out the exorbitant jobber. The retailer strengthens his position by

the same sort of arguments. The retail mail order house goes them all one better by being manufacturer and retailer too. Even the mail order jobbing house shies a cobblestone at the jobbing house with drummers.

On paper, it would seem, with all these arguments, that the legitimate jobber had no good reason for existing. He has given no reasons himself in advertising, but has thus far held to the simple

tends them credit, saves them time and carfare by assembling extensive lines of goods at convenient points, and frequently taking samples to retailer's own town.

This is all interesting and vital to the mercantile people the wholesaler serves. He ought to tell those people about it. While telling them in the Sunday newspaper he is at the same time reaching a consuming audience whose "over the shoulder" reading of this

The Spokane Dry Goods Co.

IN ITS NEW HOME

The Second Largest Jobbing Concern Among Eight in Washington, Oregon and California

Nearly Three and One-Half Acres of Floor Space Devoted Exclusively to Wholesale Dry Goods, Notions and Furnishing Goods.

THE REPRESENTATIVES OF THE ISLAND BROS. ARE OFFERED TO you as an investor equipped with an improved and improved building for trading their wares and supplying their merchandise needs.

THE BUILDING OFFERS YOU AN OPPORTUNITY TO INVEST IN THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST. THE BUILDING OFFERS YOU AN OPPORTUNITY TO INVEST IN THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST. THE BUILDING OFFERS YOU AN OPPORTUNITY TO INVEST IN THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST.

The Prosperous Island Empire

INCIDENTAL TO THE UPBUILDING OF THE GREAT BUSINESS ARE MAKING A PROFIT, BUT WE TRUST IT WILL BE PRACTICABLE TO ANY THAT WE ARE ALSO PERFORMING A SERVICE OF GREAT VALUE TO THE ISLAND EMPIRE, WERE THEY "THOUSANDS OF MILES IN REACH OF THE SPACIOUS WAREHOUSE TO SPokane AND DISTRIBUTION THROUGHOUT THE COUNTRY."

The New Building

THE BUILDING, COMING INTO BEING THIS GREAT STORE, AN OFFICE AND BATHING ROOMS TO MEET THE NEEDS OF THE SPACIOUS WAREHOUSE TO SPokane AND DISTRIBUTION THROUGHOUT THE COUNTRY.

Customers' Conveniences

A large, modernizing system has been provided for the store for the use of the customers. The building is a modern building, with a large, modernizing system has been provided for the store for the use of the customers.

About Ourselves

THE HISTORY OF THE BUSINESS FROM ITS BEGINNING TO THE PRESENT DAY IS A STORY OF GROWTH AND PROGRESS. THE BUSINESS HAS BEEN BUILT UP BY THE S. B. & N. COMPANY, THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST.

Our Satisfactory Service

THE HISTORY OF THE BUSINESS FROM ITS BEGINNING TO THE PRESENT DAY IS A STORY OF GROWTH AND PROGRESS. THE BUSINESS HAS BEEN BUILT UP BY THE S. B. & N. COMPANY, THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST.

Back Orders

THE HISTORY OF THE BUSINESS FROM ITS BEGINNING TO THE PRESENT DAY IS A STORY OF GROWTH AND PROGRESS. THE BUSINESS HAS BEEN BUILT UP BY THE S. B. & N. COMPANY, THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST.

Special Service System

THE HISTORY OF THE BUSINESS FROM ITS BEGINNING TO THE PRESENT DAY IS A STORY OF GROWTH AND PROGRESS. THE BUSINESS HAS BEEN BUILT UP BY THE S. B. & N. COMPANY, THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST.

Business Locations

THE HISTORY OF THE BUSINESS FROM ITS BEGINNING TO THE PRESENT DAY IS A STORY OF GROWTH AND PROGRESS. THE BUSINESS HAS BEEN BUILT UP BY THE S. B. & N. COMPANY, THE SECOND LARGEST WHOLESALE DRY GOODS CONCERN IN THE PACIFIC NORTHWEST.



and rather unanswerable argument of just refusing to be eliminated, and going right on doing business at the same old stand. When he choses to tell *his* side of the affair there ought to be plenty of forceful material.

A jobbing house nowadays lives on no fat profits, but has to operate on an average gross margin of ten per cent., and give a whole lot of service to its customers and squeeze a net profit out of the business somewhere. It carries stock for thousands of retail merchants, saving them capital. It ex-

advertising indirectly does a great deal of good.

Most important of all, perhaps, the jobber's advertising is part municipal—he can hardly advertise his business without advertising his city, and if he gets results it means trade for that city in a much wider sense than even results from successful manufacturers or retail advertising. The jobber, in short, has a very good advertising proposition. Newspaper publishers in the important wholesale centers ought to pay more attention to his needs.

JAS. H. COLLINS.

FIVE YEARS OLD

¶ The first number of the Associated Sunday Magazines appeared December 6th, 1903. Four newspapers issued it as a part of their Sunday editions. It had a circulation of 467,500.



Issued every week co-operatively and simultaneously as a part of the Sunday editions of

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New-York Tribune
Boston Post
Washington Star
Minneapolis Journal
Rocky Mountain News
and Denver Times.

THE ASSOCIATED SUNDAY MAGAZINES

1 Madison Avenue
NEW YORK
309 Record-Herald
Building
CHICAGO

¶ The first year it printed 58,877 lines of advertising at an average rate of \$1.29 a line.

¶ To-day the circulation of the Associated Sunday Magazines is more than a million copies a week and is issued by nine different newspapers. In this fiscal year, ending November 29, 1908, it will have published 158,335 lines of advertising at \$3.00 a line.

¶ During this trying year of 1908, which has caused nearly every commercial activity to suffer, the advertising of the Associated Sunday Magazines showed a net gain of 15 per cent. over 1907.

¶ Advertisements of liquor, "get rich quick" schemes, alleged "cure alls," frauds and shams (the easiest of all advertising to secure) are not taken in its columns.

¶ The reason for this gain—the stride from \$76,143.41 to \$475,000 worth of advertising in four years?

¶ Because the advertiser can cover the northern, eastern, central and middle western states better and for less cost by using space in the Associated Sunday Magazines than in any other magazine in the country.

¶ One million circulation, \$3.00 a line.

"The Story of the Associated Sunday Magazines" will be mailed on request.

CATCH PHRASES FOR THE RETAILER.

Catch phrases are commonly assumed to be fitted only to the manufacturer's goods, and to be identified with them by years of costly, wide-spread advertising, as "Worth a guinea a box" has been made familiar with Beecham's Pills.

But the catch phrase is just as good an asset to the retail merchant, and comparatively little use of an appropriate sentence in his regular advertising will soon make it familiar locally. Say "Meet me at the fountain," and the Siegel-Cooper stores in both Chicago and New York come to mind. "Get the habit" is a sentence meaningless in itself, but now potent enough in suggesting the Brill chain of clothing stores in New York, and made so by only a few years' use in the daily ads. "The store that made cut-rates famous" is linked with Sherwood's bookshop in New York. It has been given its value chiefly through novel window advertising, lists, circulars, etc.

Popularizing a catch phrase for a retail store is a matter of no great expenditure. All that the merchant needs is a little time, a little persistence and a good phrase. The latter ought to express some characteristic feature of the store itself, or some strong point in its policy. The man who hasn't a fountain can have a white front at slight cost, or a timepiece over the door to serve as a basis for identifying his place with that phrase so common in England, "Under the clock." A Boston shop has a kettle swinging outside, and uses a picture of it in all ads to hammer in the idea of "At the sign of the tea-kettle." Coming indoors and taking up a detail of management, it is easy to make a store known for its cleanliness, on the order of the Ralston mills, "Where purity is paramount." One metropolitan establishment features its excellent daylight facilities for matching goods.

The policy phrases, however,

seem more desirable. Take a store that extends no credits, but sells for cash only, and makes a talking point of the saving effected in prices by absence of loss through bad debts. This feature of policy cannot only be made into a popular phrase, but will, after it has become impressed on the public memory, furnish an automatic explanation of that point, and save bad feeling where customers ask for credits—if they ever do. "Money back" is another idea in policy that may be profitably turned into a phrase, such as "If it isn't right, send it back," or "Money back and no back talk." There would be no difficulty, either, in making such a phrase stand for something the store wishes to emphasize with shoppers, such as morning shopping to bring out trade in the forenoon, or Monday, Tuesday or Wednesday shopping to build up the slack days of the week. Examine the situation in almost any retail business, consider its history and the things it has been built up on, and stands for, and the appropriate catch phrase often comes to mind without effort, being already dormant there in the business, like the phrase the Cunard Company uses, "Never lost a passenger."

The catch phrase is a sort of verbal trademark. When first evolved and put into the advertising of a retail store it may look as unpromising as a new-born kitten. But give it a chance to grow. Let it sink into the public memory. Nothing in the advertising line costs less to popularize, and nothing has so great a cumulative value for the retailer.

LINE FORMS ON THIS SIDE.

ST. PAUL DISPATCH,
Business Manager's Office.

ST. PAUL, Oct. 19, 1908.

PRINTERS' INK,

10 Spruce St.,
New York, N. Y.

GENTLEMEN:—Replying to your letter of the 17th quoting price on double page and stating that it has been sold for every issue for nearly two months.

This certainly testifies as to its value and we shall at the earliest opportunity avail ourselves of it.

We are, Very truly yours,

THE DISPATCH PRINTING CO.,
W. J. DRISCOLL, Business Manager.

A WANDERER RETURNS.

William C. Freeman, for a long time identified with the Hearst newspapers, from which he is said to have received the largest salary ever paid an advertising manager, is back in the advertising fold from which he wandered six months ago to connect himself with a commercial enterprise. He did not find the new work to his liking and now, he says, he has returned to the advertising business for keeps. He feels as his friends do, that he should never have abandoned advertising, even temporarily.

Henry L. Stoddard, editor of the New York *Evening Mail*, who has desired to secure Mr. Freeman's services, for some time, has appointed him as a special in the advertising department of that newspaper. This is a position Mr. Freeman has wanted in connection with other papers he has served, but fate has condemned him to work inside the office, despite his preference for a roving commission.

Tom D. Cochrane's powers and responsibilities as advertising manager of the *Evening Mail* are in no way affected by the coming of Mr. Freeman. The two are warm friends, and it is said that Mr. Cochrane was heartily recommended by Hr. Freeman for the position he holds.

William C. Freeman has been an advertising man for about twenty years. He went from the New York *Press* to the Hearst organization and looked after the interests of both the New York *American* and the *Evening Journal*, except that for a short period he devoted himself to *Hearst's Sunday Magazine*. He is an enthusiastic golfer, helped to organize the American Golf Association of Advertising Interests, and served last year as its president. Old associates have heartily welcomed him back to the ranks of the publicity-builders.

"Cleans everything but a guilty conscience," is the rather striking claim made for Gillette's Sanitary Spray by the manufacturers.

LAND SAKES ALIVE!

According to a North Dakota paper, a farmer in that state, writing to a friend in the East, attempted to give some idea of the productiveness of the soil of the Red River valley. He said that they had to mow the grass off the sod house every day to find the baby. One family near him had twin babies, with only one cradle, and the baby that had to sleep on the floor grew twice as fast as the other. Where the soil is richest a man dares not stand on one foot any length of time lest that leg become longer and bother him in walking. In view of the productiveness of the soil of the Flickertail state, and the consequent prosperity of the farmers, it will be surprising if North Dakota does not roll up a handsome majority for Taft. The farmers will not care to risk the deterioration of the soil under a Democratic administration.

—Rochester Post-Express.

Boston Evening Record

**Over 80,000
copies daily, in
the City of Boston
and the suburbs**

Commuters take the *Record* home in the evening.

The *Record* is read in more families than any other Boston Evening paper.

Wherever you find a watertap you will find a copy of the *Evening Record*.

For Rates and other information address

PERRY LUKENS, JR.,
New York Representative,
No. 507 Tribune Bldg.

D° YOU D°?
Business With
PHYSICIANS Sanatoria, Hospitals,
Medical Schools, Etc.
The AMERICAN MEDICAL DIRECTORY
Is a necessity to you. Send for
descriptive circular.
AMERICAN MEDICAL ASSOCIATION
103 Dearborn Ave., Chicago

THE SINGLE LINE STORE WITH DEPARTMENT STORE AMBITIONS.

SOME OF THE TEMPTATIONS THAT DESET THE PATH OF THE SMALL MERCHANT WHOSE BUSINESS IS GROWING—THINGS TO BE CONSIDERED IN ADDING NEW LINES TO THOSE ALREADY CARRIED—GOOD PLAN TO SECURE CONTROL OF STANDARD MAKES.

Many a single line store has taken the slide to bankruptcy wholly through hopeless efforts to emulate the department stores. The ambition to add departments, without either the necessary capital or know how, has led to the accumulation of stocks so diversified in character as to be of little selling assistance to each other; and so deficient in quantity or variety as to fail of any serious attention on the part of buyers.

Development along department store lines looks so easy to many who have not studied the situation it is no wonder that the single line merchant has often been tempted to put in a hundred dollars' worth of this and two hundred dollars' worth of that, and perhaps three hundred dollars' worth of something else when, in order to place himself on a competitive basis he should have put the entire six hundred dollars into a single stock, buying enough to get close prices, a sufficient assortment to make an impression on the customer and to talk about in the newspapers. Otherwise he succeeds only in producing the effect of a "general" store in a small town, and shortly has an accumulation of miscellaneous merchandise from which he is fortunate to get back the original cost, which, of course, means a loss.

Unless the merchant can command ample capital and experience, and local conditions are right for such development, any growth along department store lines must be very gradual, putting in one department at a time and building it up to the point where its success is assured before adding another.

But perhaps the most important point is the selection of the line or lines to be added, for an essential part of the department store idea is to so choose and arrange the various stocks that one will help to draw attention and business to another. Take a shoe store, for instance, handling both men's and women's shoes; it would be foolish to begin the addition of departments by putting in a stock of hardware, while hosiery would be a very natural development, followed by underwear, headgear and other related lines.

Somebody said that you may manufacture as much as you like and nobody will put a straw in your way, but the minute you begin to sell you will find all sorts of obstacles. And so it will be in adding new lines. Every new line added will create antagonism and active competition from every single line store in that line in the same shopping district, and there will be all sorts of efforts by such stores, singly and in concert, to discourage the enterprise.

Of course, that means, among other things, the cutting of prices, wiping out profits, or more, and making the new department a source of loss and annoyance from the beginning, and for a period determined by the temper and capital of the single line dealers whose business corns have been trod upon.

One way to minimize, if not to overcome, this difficulty is to secure the control of certain standard makes of goods, which are well advertised by the manufacturers and are not now on sale in the town. This will help in two ways: first, in the difficulty which competitors will have in securing the same goods for the purpose of cutting the prices, and, second, in the great selling help which will be afforded by the manufacturer's own advertising in general mediums.

Another way is to have goods put up under a special brand, the manufacturer agreeing not to use that brand for anybody else.

Between these two methods the

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dealer has an opportunity to build up a trade on certain goods, with little or no price cutting by competitors on the same brands, and is still free to cut prices on his own brands for special sale or other purposes.

Of course, this idea could not be carried out in all lines, but it can be, and has been, in a great many, such, for instance, as hats, shoes, certain lines of housefurnishings, etc.

This short article is not intended as a full set of plans and specifications for building a department store business, but rather to point out a few of the many things which should have careful consideration in laying the foundation.

THE AMERICAN FARMER.

American farmers were never more prosperous than they are today. The aggregate value of wealth produced by farmers in 1907 transcended the record of 1906, which was by far the highest ever before reached. The grand total value of agricultural products for 1907 approximates \$7,500,000,000, or over six hundred million dollars more than the crop-value of 1906, and more than a billion dollars more than the crop value of 1905. Expressed in percentages, the value of agricultural production for 1907 was 10 per cent. greater than in 1906; 17 per cent. greater than in 1905; 20 per cent. greater than in 1904; 25 per cent. greater than in 1903; and 57 per cent. greater than in 1899.—*National Magazine*.

SPEAKING FOR THE CHICKENS.

A Southerner, hearing a great commotion in his chicken-house one dark night, took his revolver and went to investigate.

"Who's there?" he sternly demanded, opening the door.

No answer.

"Who's there? Answer, or I'll shoot!"

A trembling voice from the farthest corner.

"Deed, sah, dey ain't nobody hyah 'ceptin' us chickens."—*Everybody's Magazine*.

EACH COPY IS WORTH \$2.

F. W. LINCOLN,
Manufacturer of Fine Confectionery.
ATCHISON, KAN., Sept. 29, 1908.
PRINTERS' INK PUB. CO.,

10 Spruce St., New York City.
Dear Sirs: Enclosed please find my check for two dollars for which send PRINTERS' INK another year.

Each copy is worth the price of a year's subscription.

Yours truly, E. E. LINCOLN.

Why Don't You Get Our Prices On Electros?

We serve lots of customers in all parts of the country because we save them lots of money.

We've built the biggest electrotyping plant in the world by giving

Better Plates Better Service Lower Prices

than any other electrotypewriter anywhere.

Our central location—within 24 hours of all publishing centres—saves time, saves expressage, saves bother.

Send us your patterns—then order shipments as required.

The biggest orders do not stump us, with our capacity of 90,000 column inches a day—and the smallest orders get the same prompt, satisfactory service.

Don't be too sure you're buying electros right. Let our prices and the quality of our plates speak for us. Give us a chance to save you money—write today.

THE
RAPID
Electrotype Co.

Advertisers' Block
CINCINNATI OHIO

TO BOOM FLORIDA.

A NEW ADVERTISING CAMPAIGN
UNDER WAY AND HOW TWO
AGENTS COMPETED FOR THE AC-
COUNT—BIG CHANCE FOR GOOD RE-
TURNS IF THE EXPENDITURE IS
WISELY MADE.

BURHANS ADVERTISING Co.
The Oldest Advertising Agency in
Florida.

Established 1904.

JACKSONVILLE, FLA., Oct. 13, 1908.

Editor of PRINTERS' INK:

A party from New York came to our
city and submitted the following propo-
sition.

He proposes to use a section of
twelve or sixteen pages one time in the
Sunday issue of the following papers:
Boston Post, *Philadelphia Record*,
Cincinnati Inquirer, *Chicago Inter-*
Ocean, *Chicago Inter-Ocean* (weekly),
Pittsburg Press, *Jacksonville Times-*
Union, *New York American*.

His proposition is to devote the space
to special feature advertising of the
various sections of the state, charging
\$6,000.00 a page for the eight papers.

He is to devote two pages to Jack-
sonville for \$12,000.00.

I have submitted the following
proposition to our Board of Trade to
use two pages of special feature ad-
vertising in the following papers:

Pittsburg Dispatch, *Philadelphia In-*
quirer, *New York Herald*, *Cincinnati*
Commercial-Tribune, *Boston Globe*,
Chicago Tribune, *Minneapolis Tribune*,
Jacksonville Times-Union.

On two pages my price is \$8,490.10.
His price is \$12,000.00.

On a sixteen page section his price
is \$96,000.00, my price would be less
than \$64,000.00 as many of my list
have a graduated scale which would
make in some instances as much as 8
cents per line reduction.

My price for two pages would be
\$3,500.00 less than his. My price for
sixteen pages would be over \$32,000.00
less.

I will esteem it a personal favor if
you will answer the following questions,
and will pay you for your advice if
necessary.

With very best wishes, I am,

Yours very truly,
BURHANS ADVERTISING Co.,
HARRY N. BURHANS.

QUESTIONS.

Which proposition would you advise
accepting?

Why?

Is his proposition reasonable, fair
or exorbitant?

Is his list worth the difference in
price over the list I quoted on?

The above letter goes to show
what a queer business advertis-
ing is, as at present conducted.
Incidentally it shows the beau-
tiful fraternal feeling that exists
among advertising agents as a

class. The average agent obtains
more solid satisfaction in securing
a competitor's scalp than he gets
out of the actual profits the trans-
action yields. The Jacksonville
Board of Trade is evidently green
at the advertising game. If it
were wiser, it would never be sat-
isfied at pitting two agents against
each other. It would write letters
to about two dozen different
agencies telling them that there
was \$96,000 in real money to be
spent in advertising. Then the
Jacksonville hotels would com-
mence to do business, even if no
one else did. And the Jackson-
ville business men would learn
more about advertising and have
more fun than ever before in their
lives.

As the matter stands there is
little use in answering Mr. Bur-
hans' questions categorically for
the game has already been bagged.
"The party from New York"
(William T. Blaine, a former
special agent) is understood to
hold the order and the business
will go out the first week in
December. There are weak points
in both lists and as for the prices
—but why dampen the enthusiasm
of a new advertiser just when he
is starting on a career of pub-
licity? A Board of Trade will have
to pay for its experience the same
as any other advertiser.

It will be observed from the
above lists that the two agents
have entirely different conceptions
of the situation. If the object
were to get more Winter tourists
for Florida, that would mean one
class of mediums. But as we un-
derstand it, what Florida is really
after is to get settlers, people who
will locate there permanently,
raise the crops for which Florida
has special advantages of climate
and soil, and promote her indus-
tries. Such a campaign calls for a
different quality in the character
of the mediums used. Florida has
all the pleasure-seekers it can take
care of comfortably. Workers are
what is wanted just now.

Florida is a fine proposition to
advertise. There are great possi-
bilities down there. Last season it
produced two million boxes of
oranges. Tomatoes grow like

Jack's beanstalk. Within the last two or three years peaches have become a factor in the state's product. The Florida peach can be gotten into the Northern market in April or May—a couple of months before the Georgia peach is ready. Irish potatoes on the east coast and celery on the west coast are promising crops. Lettuce is still another. The Sanford celery comes into the market just when the Kalamazoo celery is going out. In other words, the copy-writer for the Florida campaign has the opportunity of his life.

Jacksonville itself is growing rapidly. The last census gave a population of 35,000. The local estimate is to-day 60,000. If the fund gotten together by the business men of Florida is wisely expended, inquiries closely followed up, Florida ought to come into the field as an advertiser of some importance. And the railroads ought to help.

Out West there are several cities and localities that are right on the verge of doing some extended advertising. They will watch Florida's experiment closely. The chances are they will be able to learn something.

TELLER TOLD THE TRUTH.

SECURITY MUTUAL LIFE INSURANCE CO.
BINGHAMTON, N. Y., Oct. 22, 1908.

MR. C. F. TELLER, PRES.,

H. J. Ormsbee Engraving Co.,
Syracuse, N. Y.

MY DEAR TELLER:—I want to thank you for your splendid advice in telling me to subscribe for PRINTERS' INK. It seems strange that one with my experience in advertising had never before appreciated the great value of PRINTERS' INK. Quite naturally I knew about the publication and had glanced over many copies of it in time gone by, but its necessity to an advertising man desiring to be up-to-the-minute had never forcibly impressed me. Now that I have been on the subscription list of PRINTERS' INK for some time I readily understand why you say you "read it as studiously as you do your Bible."

F. HUGH FREEMAN,
Advertising Manager.

John Othen, formerly of the advertising staff of the Washington *Herald* under J. Rowe Stewart, has been appointed advertising manager of *Variety*, New York City.

DOINGS OF THE AD. CLUBS.

The members of the Cleveland Advertising Club are much pleased with their new rooms in the Hollenden Hotel, which were occupied for the first time two weeks ago. The latter are luxuriously furnished and are provided with the usual club accessories. A good library on advertising subjects and an information bureau are to be established at an early date. Plans have been made to hold a luncheon meeting each week, at which subjects of special interest to advertising men will be discussed. The club now has 200 members.

The Kansas City Ad. Club has elected these officers for the ensuing year: President, E. S. Horn; vice-presidents, W. G. Campbell and W. T. Comstock; secretary, S. N. Spotts; treasurer, J. O. Young. The club's meetings, which include Monday luncheons, are well attended and the interest is increasing.

The St. Louis Ad. Men's League's luncheon, held at the Planters' Hotel, on Tuesday, brought together a lot of live wires in the ad. business of that city. The speakers were Walter Williams, who talked of, "The New School of Journalism in Missouri"; William Glendenin, of Nelson Chesman & Co., whose theme was "Political Publicity—the Worst in the World," and Walter S. Dickey, chairman of the Republican State Committee, who discussed "Business and Political Publicity."

The American Farm Review, Rochester, New York, made its appearance last month. It is published monthly by Leonard Darbyshire, Inc., and, in the words of the founder, its mission is "to be to the farmer what the *Review of Reviews* or *The Literary Digest* is to the city man." In addition to the special articles written for the magazine, extracts from the best articles of the farm press of the country will appear each month.

PRINTERS' INK.

THE HOME PATTERN CO
Manufacturers and
Distributors of
THE LADIES' HOME JOURNAL PATTERNS
NEW YORK

THE MONTHLY
THE QUARTERLY

STYLE BOOK
ADVERTISING DEPARTMENT
METROPOLITAN TOWER
NEW YORK

NEW YORK Metropolitan Tower
CHICAGO 747 Marquette Bldg
BOSTON 161 Devonshire St

SUBJECT:
The Little Brown Jap

Mr. American Manufacturer,
Busytown, U. S. A.

Dear Sir:-

Can you find time to read the page opposite?

It is a word against PREJUDICE - the greatest
enemy of progress.

Yet all Prejudice is not bad:-

Reasonable Prejudice is only another form of
enthusiasm - an enthusiasm for things you have tried and
found good.

Unreasonable Prejudice is the Prejudice of nar-
rowness - the Prejudice that refuses a fair hearing to
anything you happen not to have tried.

Every business office in the land is dominated
by one Prejudice or the other. Is the Prejudice in your
office reasonable or unreasonable?

I am particularly interested in this just now,
because I want to talk to you of the Monthly Style Book -
a medium a little different from any you have thus far
used.

Yours truly,

Conde Nast

1

The Little Brown Jap

Next Letter—Experience Breeds Contempt

The Little Brown Jap

Not only did the Little Brown Jap overthrow one of the greatest of our "civilized" nations, the mightiest of our armed empires, but he overthrew it with such ease and business-like dispatch that the old-school philosophers are still gasping. "How could it be?" asked the whole world.

Isn't this the true explanation, the cause of all causes:

When the Japanese decided to become modernized, they went about it absolutely **WITHOUT PREJUDICE**. Fifty years ago Japan had not a single one of the thousand hand-maids of modern civilization. Paradoxical as it is, this very ignorance was modern Japan's greatest source of strength.

Every other nation, busy through centuries evolving its own pet methods and instruments of civilization, was committed by tradition, by pride, by prejudice, to its own way of doing things.

When the Japanese, unhampered by tradition or prejudice, came to it, the whole civilized world was theirs to pick and choose. Everything was given a trial; everything was judged on its own merits; nothing awoke enthusiasm simply because it was old; nothing was scoffed at simply because it was new.

Now the business man who carries this spirit into his business methods, is simply bound to vanquish his competitors, just as the Little Brown Jap vanquished the haughty Russian.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: NO. 10 SPRUCE STREET,
NEW YORK CITY.
Telephone 4779 Beekman.

President, J. D. HAMPTON.
Secretary, J. I. ROMER.
Treasurer, H. A. BIGGS.

The address of the company is the address of the officers.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Oct. 28, 1908.

Your One Best Ad

Advertisers are being asked to send an electro of their one best ad for free insertion in a book to be published by Nath'l C. Fowler, Jr., of Boston. Such a collection, representing the foremost advertisers in the country, Mr. Fowler thinks will be extremely valuable, and he expects to sell 50,000 copies of the book.

Is there such a thing as a "best advertisement," and, if so, can any advertiser or agent infallibly put his finger on it? Isn't the very idea of the book based on a misconception of advertising? Take a house doing a national campaign, selling through dealers and putting out, say, one hundred pieces of original copy within the year. Among these various advertisements may be one that is a special pet with the head of the house or with the advertising manager, but what data can he produce to determine that that particular effort is absolutely his "best"? A mail-order house might be able to point to some one ad which had produced more inquiries than any other, but the great majority of successful advertisers are not on the mail-order basis.

The fact of the matter is that advertising is a chain made up of many links. A single link taken by itself is not a very convincing thing. No one advertisement ever made or broke a business house. It is the campaign as a whole that counts. The idea that there is some magic power in this or that sequence of words is a fallacy. You might as well ask a public speaker to pick out the one particular sentence in one of his speeches that he considers most effective. It was *what went before* and *what followed* that made the sentence strong.

Mr. Fowler will doubtless get many responses to his request, and his book as a whole will be worth while. We all like to speculate about our "best advertisements," and we like to see what other people consider *their* "best advertisements." Yet, after all, it is only speculation. There is no trouble at all about determining who is your best salesman. The records are there to prove it. But an advertisement works in the dark. It goes into hundreds of thousands of homes and you can't possibly follow it up and balance accounts on it. Even the purchaser doesn't know in a great proportion of cases exactly what it was that influenced him to become a purchaser. How much less can the advertiser tell!

The present tendency is to magnify the copy-maker, and weird tales are told of the princely sums that are paid for this or that piece of copy. But it is the campaign taken in its entirety that counts. We would much rather buy stock in a company that was never known to put out a "brilliant" piece of copy but kept at the advertising game on a steady, businesslike basis, in season and out, following along a definite, fixed policy with unremitting effort, than to invest in a concern that showed occasional flashes of genius in its copy, but wobbled in its policy and advertised intermittently.

No, the "one best advertisement" cannot be captured and placed on exhibition, but Mr. Fowler's pursuit of the will-o-

the-wisp is bound to be interesting and may be instructive in the bargain. As for selling 50,000 copies of a book made up entirely of advertisements,—the millennium is quite a distance off.

A Neglected Opportunity

It is somewhat surprising that at this time when newspaper writers are sitting up nights digging out jobs for President Roosevelt to fill when he quits the White House next March none has suggested the advertising business.

It has already been settled that he is to explore the interior of Africa for the purpose of securing material for a book he is to write for the Scribners, but just what he will do when that task is finished is uncertain.

It has been reported that he has been engaged as associate editor of the *Outlook* at \$30,000 a year; that he is to head a big New York banking house at a salary of \$50,000 a year; that he is to become the president of a great university.

What puzzles us is that Mr. Roosevelt has not been offered a position with one of the up-to-date advertising agencies like the Presbrey, the Ayer or the Thompson. Of course Lord & Thomas could not be expected to bid for his services because they already have in their employ a one thousand dollar a week ad writer, but the other agencies have no such excuse.

That President Roosevelt would make a first class copy producer there is not the least doubt. He is to-day the best advertised man in the world. A most interesting fact in this connection is that no one has ever been so resourceful in keeping his name before the public as Mr. Roosevelt. He has beaten all the ad sharps at their own game. While he does not write out all of his advertising himself he furnishes the ideas and the newspaper correspondents and magazine contributors do the rest. He has a vivid imagination, a command of an extensive vocabulary of rugged but expressive English expletives, an active brain that seizes upon the vital points of a

subject and sets them forth in a vividly graphic manner, a persistence that brooks no opposition and a catholicity that enables him to effectively appeal to men of all nationalities, creeds, or political faiths.

The New York Court of Appeals has declared constitutional the law passed in 1905 prohibiting the use of a picture of a person for advertising purposes without that person's consent. The court declares that the law is prospective and therefore does not apply to portraits that were in use when the law went into effect. The decision will give satisfaction to a number of persons who have brought suits for damages against manufacturers who have employed their portraits for advertising purposes, and will make others who are tempted to steal the pictures of pretty women think twice before doing so.

Rate-Cutting a Sign of Weakness

One of the surest indications of weakness in an advertising agency is the cutting of rates. The fact that it can no longer command the price it formerly received is unmistakable proof that the value of its service has depreciated.

When an agency starts in business it fixes what it considers a reasonable charge for its work—one that will yield a fair return for the capital and brains employed in the enterprise. If the rate is higher than the service is worth advertisers will quickly discover the truth and go elsewhere.

Hence the ability of an agency to maintain rates is indisputable evidence that it does its work to the entire satisfaction of those who patronize it.

As the temptation to cut rates is ever present, it sometimes takes backbone to resist it, especially when business is slow and the advertising amounts to considerable money.

One of the largest agencies in the United States a short time ago was offered a contract for \$80,000

worth of publicity providing it would take the business at a reduced rate. The advertiser argued that as the agency would be put to no expense in the preparation of a plan of campaign, copy, or illustrations, and would simply act as a clearing-house for the business, that it ought to make a lower rate than for its full service.

Under the circumstances the agency would apparently have been justified in accepting the order, but its managers did not think so and turned it down, on the ground that if they accepted it other clients who were paying the full rate would consider that an injustice had been done them and would be warranted in taking away their accounts and placing them with an agent who would give them a square deal.

That the service was a limited one would carry no weight because the old advertisers would at once contend that "limited service" was only a subterfuge for rate-cutting.

It is a significant fact that the highest grade of advertising agents do not cut rates because they do not have to. They have set a standard for their work which they propose to maintain to the end. Advertisers of the better sort have no use for the cut-raters because they know that if they want the best service they must pay the market price.

No Cause for Alarm

Some of our timid-hearted brethren in the advertising profession are considerably perturbed because several large advertising contracts in the hands of agencies have been held up until after the election. They seem to think that it indicates a new and grave situation.

As a matter of fact this same thing happens during every presidential campaign. Advertisers whose business is liable to be affected by a change in the administration want to wait until the ballots decide whether the present policy of the government is to be

continued before undertaking publicity campaigns that may involve the expenditure of hundreds of thousands of dollars. There is no reason for alarm. The country will not go to smash whoever is elected.

An Ad Scheme That Failed

It is a significant fact that the Equitable Life Assurance Society of New York,

one of the largest life insurance companies in the world, recently decided to dispose of all its office buildings outside of New York, on the ground that these structures, which were erected for advertising purposes, have not proved good investments.

The buildings in Des Moines, Memphis and Denver have already been disposed of and the one in St. Louis has been leased for ninety-nine years.

It is difficult for a well-informed advertising man to understand on what ground a business structure, unless it possesses unusual characteristics, like the new Singer or Metropolitan Life buildings in Manhattan, can be regarded as a good advertisement. Does the mere possession of a building convince the public that an insurance company is sound and offers advantageous inducements to investors? Does it present week after week reasons why men should buy its policies?

We wot not. The most effective advertising on earth is the kind resulting from an intelligent use of printer's ink. It costs less, reaches more people and is vastly more effective in the creation of business.

If the Equitable Life had spent one-half the money it put into the erection of these buildings in the right kind of publicity it would have many more thousands of policyholders than it has at present.

It is amazing that men who are ordinarily shrewd, cautious, and conservative will lose their heads and take up a glittering gold brick advertising scheme, but will turn a deaf ear to legitimate propositions that have been tried and tested in the crucible of experience.

Collier's Place in the Household

COLLIER'S is a "family affair." It appeals not solely to men, or solely to women, but holds the interest of every member of the household. It combines the timeliness of a good newspaper with the serious thought and lasting influence of a monthly magazine. It informs and educates as well as entertains. That is why the entire family is interested in it.

The demand for most merchandise originates in the household, in the family. It is but logical, then, that experienced merchants have found Collier's advertising columns a most potent medium for selling goods, and have proved it through a period of years.



E. C. PATTERSON

Manager Advertising Department

NEW YORK BOSTON CHICAGO

KEEPING IN TOUCH WITH YOUR CUSTOMERS.

SOME OF THE METHODS ADOPTED BY
UP-TO-DATE FIRMS TO KEEP ALIVE
THE INTERESTS OF PATRONS—A
BIRMINGHAM MERCHANT'S PLAN
—A LETTER THAT HAS PROVED
VALUABLE.

Your customers are going to take an interest in you somewhat in proportion to the interest you take in them. Even the purely selfish interest which inspires you to go after them for business will often be taken as complimentary if it is expressed with even ordinary skill.

By this I do not mean the firm letter that addresses friend and stranger alike, and perhaps neither by name, as "dear friend," and closes with a solicitous inquiry about a "family" which may not yet have materialized.

I mean, rather something to show that you know something of the customer's needs and are noting whether he is purchasing them from you. He is sure to feel complimented if he knows that you miss his trade, or if you suggest that he will find it of advantage to buy from other departments than those now patronized.

Suggestions along these lines by mail will impress him quite as much, and perhaps even more favorably, than in person, for the former method implies a memory or record of him and his needs and the expenditure of printing and postage, while in the latter way you might be reminded of him merely by meeting him and your word of mouth appeal costs you nothing.

The foregoing remarks are inspired by a neatly printed four-page circular from "Blach's," Birmingham, Ala., which is mailed to customers and prospective customers from time to time. It is a respectful and self-respecting circular. It neither begs nor cajoles. The front page reads as follows:

MR. JOHN JONES,
Buxyville, N. Y.

DEAR SIR:—Not having the pleasure of seeing you recently and wondering if some one of the annoying little

things which rarely happen and then only with most valued customer has occurred in connection with some purchase you have made here, we take the liberty of writing to ask if by any possibility that is the case.

We use our utmost endeavors at all times to avoid mistakes, misunderstandings and all other causes for dissatisfaction on the part of our customers, but such things will sometimes happen in spite of our best efforts and if you have any sort of a grievance against this house, we ask you, merely as a matter of justice to both yourself and us, to let us know about it and give us an opportunity to make proper adjustments of the matter.

We lay much stress on this because we are confident that our qualities and prices cannot be bettered elsewhere and we are anxious to place and maintain our service on the same high plane.

Trusting that you will find it convenient to reply briefly on the prepaid postal card which we enclose for your convenience, and thanking you in advance for your assistance in correcting any error that may exist in our organization or methods, we are,

Very truly yours,
WIDE A. WAKE & Co.,
By WIDE A. WAKE.

The second page following contains these headings: "Men's Clothing," "Men's Hats," "Men's Shoes," "Men's Furnishings," "Boys' Apparel," and "Trunks and Bags." Under each of these are a dozen words or so, naming the lines carried and the range of prices, and at the left of each of these headings is printed a circle for the X marks referred to on the front page of the circular, as reprinted herewith.

Another excellent way to keep in touch with customers who show signs of inconstancy is a form letter running somewhat as follows, filling in the name and address and mailing it under two cent postage.

OUR RECORDS SHOW

That there are some departments you do not patronize. These we have marked with an X on the inside page. This is a mutual loss. To us, because we highly value your trade, and to you since every section of our store is as value-strong as the other—for everything is "cash."

The combination gives to Birmingham as worthy merchandise as the world produces. Kindly call when your next apparel need arises and we will prove this true.

BLACH'S,
3rd Ave. at 19th St.

CRITICISES THE ART CRITIC.

PITTSBURGH, PA., Oct. 17, 1908.
 Editor, PRINTERS' INK:

We have noted with a great deal of pleasure and interest your criticisms on page 47 of the Oct. 14th issue, on one of our advertisements. We appreciate and value your criticisms and sincerely trust that we may be favored with them as often as you can advantageously spare the time and space for same.

We desire, however, in this particular case to take an exception to the improvements as shown by the illustration marked No. 2. It is true that the advertisement is "expressed and put in types rather freakish," which was our object and desire. Things of a freakish nature always attract attention and leave their impression.

As to the illustrations would say that the suggestions and improvements as suggested by PRINTERS' INK are not at all practical and do not convey the effect that is desired and aimed at. For instance, it is a practical impossibility for the man as shown in No. 2 to strike the object in the vise in the position in which he is placed in the drawing, he is entirely too close to the vise and is standing in the wrong position to secure maximum results from his blow. Again, the vise is entirely too small compared with the man and a vise of this size compared with a larger man as shown, would never on earth stand such a blow.

The illustration of the original copy as shown in illustration No. 1, the vise is of a very large nature almost as large as the man (we making a specialty of a vise for this exact work) and know it would withstand the blow of the man which is depicted.

Again, we believe that the border as suggested by us is far more striking than that shown in No. 2. Further than this our advertisement permits the use of type matter other than that in No. 2, which naturally allows us to make a better showing than would be possible if cramped.

As stated before we value your suggestions and criticisms and we only hope that some of our work may be criticised each issue of PRINTERS' INK, but we feel that it is only right for us to express our views on the merits of the two advertisements.

Thanking you again and again for your kind interest and trusting that we may hear from you often, we beg to remain,

Very truly
 THE PITTSBURGH AUTOMATIC VISE &
 TOOL CO.,
 G. P. BLACKINTON,
 Pres. and G. Mgr.

Goldberg, Siegel & Co., Trenton, N. J., in connection with a sale of sheet music, advertise that "Miss Kitty Huddy, whose sweet and distinct voice and pertinent gestures so pleased the throng of music lovers last week, has been engaged again for this afternoon and to-night. This little garland of sunshine makes everybody happy. Come listen to her." The description of Kitty sounds good.

A NEW Kind of Selling Service

You can telephone copy to the American Letter Co., 64 Fulton St., New York, indicate the list to be addressed; the stationery and enclosures to be used, and in less than three hours your message will be started on its way to 5,000, 50,000, or 100,000 prospective buyers.

And if you are selling an article or service of recognized value—if you are supplying a KNOWN demand, your letter will bring its quota of orders, because it will be accepted as a PERSONAL communication.

Our Typewriter Press produces a letter which has all the characteristics and individuality of typewriting.

Freymour Osburn


"The American Letter Co. is a unique organization which executes selling campaigns in their entirety. With its modern printing plant; its fac-simile letter department, addressing and mailing department and a corps of over 200 people skilled in every branch of mail-order work, it will relieve you of all detail, and at a cost which makes this service profitable to you."—PRINTERS' INK.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, Ledger, dy. Average for 1907, **21,861**. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, **9,464**. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1907, **6,519**. Leonard & Lewis, N. Y. Repts., Tribune Bldg.

ARKANSAS

Fort Smith, Times. Daily aver. 1907, **4,133**. Largest circulation in city of 35,000.


CALIFORNIA

 **Oakland, Enquirer.** (Consolidation Enquirer and Herald.) Average Aug., 1908, **49,608**. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, **53,069**; Sunday, **81,223**.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Evening Post, Sworn daily, year 1907, **11,945**. Bridgeport's "Want" Medium.

 **Bridgeport, Morning Telegram, daily** Average for Aug., 1908, sworn, **12,492**. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening Actual average for 1906, **7,680** Average for 1907, **7,743**.

Meriden, Morning Record and Republican. Daily average 1906, **7,672**; 1907, **7,769**.

New Haven, Evening Register, daily. Annual sworn average for 1907, **15,720**; Sunday, **12,104**.

New Haven, Leader. 1907, **8,727**. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, **9,549**; 1907, **9,570**.

New Haven, Union. Av. 1907, **16,548**; first six mos. 1908, **16,569** E. Katz, Special Agt., N. Y.

New London, Day, ev'g. Aver. 1906, **6,104**; average for 1907, **6,547**; 6 mos., 1908, **6,712**.

Norwalk, Evening Hour. April circulation exceeds **3,000**. Sworn statement furnished.

Waterbury, Republican. Average 1907, **6,338** morning; **4,400** Sunday. Feb. '08, Sun., **5,922**.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1907, **35,456** (⊙ ⊙).

FLORIDA

Jacksonville, Metropolis. Dy. av. Sept., 1908, **11,432**. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, morning. Average for September, 1908, **14,189**; Sunday, **16,275**.

Tampa, Tribune, morning. Average 1907, **12,516**. Largest circulation in Florida.

ILLINOIS

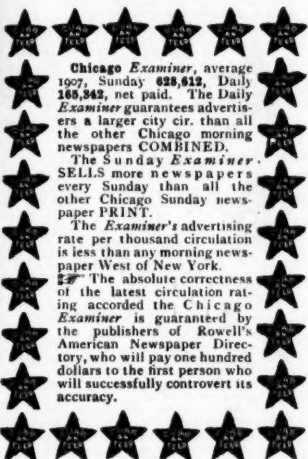
Aurora, Daily Beacon. Goes into homes. June, '08, **7,954**; July, **8,895**; August, **9,469**.

Chicago, The American Journal of Clinical Medicine, mo. (\$2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, **37,794**.

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1907, 74,766. 4 months 1908, 74,339.

Chicago, *Commercial Telegraphers' Journal*, monthly. Actual average for 1907, 15,000.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 82,217; Jan., Feb., March, '08, 83,087.

Chicago, *National Haynes Review*, monthly. 5,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (60).

Galesburg, *Republican-Register*, Eve. Sept. av. 6,414. Only paper permitting exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,059.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, 16,262.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., 5,423. Only evening paper. Popular want ad medium.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,577; weekly, 3,641.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, 9,913.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 8,937. "All paid in advance."

Davenport, *Times*. Daily aver Sept., 17,136. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,882. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 13,066.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,767. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,228; weekly 8,547.

KENTUCKY

Harrodsburg, *Democrat*. Quality and quantity of circulation combined—see rating. Low prices.

Lexington, *Herald*, mg., dy., av. July, 8,020. Sunday, 9,390. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening 5,187, Sun. 6,793; for '07, eve's, 5,390, Sun. 7,102. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,394,439.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 5,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Averag for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly. J. W. Brackett Co. Average for 1907, 6,012.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *Telegram*, 8,865.

Waterville, *Sentinel*. 1907 average, 5,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, 75,652; Sunday, 91,309. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, 77,748. For September, 1908, 80,798.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1907, daily. 181,344; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, Traveler, daily. Est. 1825. In Sept., 1908, *The Traveler* gained 684,377 copies in Metropolitan circula'n compared with Sept., 1907. Total circula'n over 85,000. The aggressive evening paper of Boston



Boston, Post, July, 1908, daily average, 255,072; Sunday average, 234,783. *The Boston Post's* best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies m'thly

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1907, 7,550.

Gloucester, Daily Times. Every afternoon and evening. Sworn daily av. circulation 1908, 7,342

Lawrence, Telegram, evening, 1907 av. 8,939. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1908, 15,068; 1907, average, 18,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,261.

Worcester, Gazette, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©). Paid average for 1907, 4,886.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

MICHIGAN

Jackson Patriot, Average Aug., 1908, daily 8,436, Sunday 9,386. Greatest net circulation.

Baginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

Baginaw, Evening News, daily. Average for 1907, 20,837; September, 1908, 19,406.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 29,093. Largest by thousands.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 108,583.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



CIRCULAT'N **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.



Minneapolis, Journal, Daily and Sunday (©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for Sept., 1908, evening only, 72,914. Average Sunday circulation for Sept., 1908, 68,923. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, 64,262.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, 38,716; Sunday, 38,465.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



MISSOURI

Joplin, Globe, daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

St. Joseph, New Press. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 104,086.

NEBRASKA

Lincoln, Deutsch-American Farmer, weekly. 143,245 for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, 142,989.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, **4,271**.

NEW JERSEY

Asbury Park, Press. 1907, **8,076**. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Jersey City, Evening Journal. Average for 1907, **24,330**. First six months 1908, **24,378**.

Newark, Eve. News. Net daily av. for 1906, **63,022** copies; for 1907, **67,195**; Jan. **69,289**.

Trenton, Evening Times. Av. 1906, **18,237**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

NEW YORK

Albany, Evening Journal. Daily average for 1907, **16,395**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **52,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,447**, daily, **81,004**; **Enquirer,** evening, **34,570**.

Buffalo, Evening News. Daily average 1905, **94,690**; for 1906, **94,473**; 1907, **94,843**.

Mount Vernon, Argus, eve. Daily av. cir. 6 mos. ending Sept. 30, 1908, **4,475**. Only daily here.

Newburgh, Daily News, evening. Average circulation first quarter 1908, **6,088**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,784**.

Bensinger's Magazine, Circulation for 1907, **64,416**, 5-c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,833**—sworn.

Leslies Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **120,000** guaranteed.

The People's Home Journal. **564,416**, mo. **Good Literature,** **458,686** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending August, 1908, **10,063**. October, 1908, issue, **10,291**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **405,172**. Sunday, **483,336**.

Poughkeepsie, Star, evening. Daily average for first six months 1908, **4,455**; June, **4,591**.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average 1906, **15,309**; for 1907, **17,152**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1907, daily **35,509**; Sunday, **41,130**.

Troy, Record. Average circulation 1907, **20,165**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc. Average for 1907, **2,842**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending July 31, 1908, **15,087**.

OHIO

Akron, Times, daily. Actual average for year 1906, **8,977**. 1907, **9,551**.

Ashtabula, Amerikan Sömmat Finnish. Actual average for 1907, **11,120**.

Cleveland, Plain Dealer Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,373**. Sept., 1908, **81,049** daily; Sunday, **91,683**.

Columbus, Midland Druggist, a journal of quality for advertisers to druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult' paper. '07, **447,346**.

Springfield, Poultry Success, monthly av., 1907, **33,250**. 2d largest publ. shed. Pays advertisers.

Youngstown, Vindicator. D'y av., '07, **14,765**; Sy., **10,017**; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **5,514**; for 1907, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., **20,152**; Sept., '08, **28,276**. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal,** daily average 1907, **28,906**; for Sept., 1908, **30,107**. Vreeland-Benjamin, Representatives, New York and Chicago.

Portland, The Oregonian, (©©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July circulation, daily average, **34,562**; Sunday average **43,405**.

PENNSYLVANIA

“The Bulletin every evening goes into nearly every Philadelphia home.”

NET AVERAGE FOR SEPTEMBER

225,140

COPIES A DAY

The “Bulletin’s” circulation figures are net. All damaged, returned, free and unsold copies having been omitted.

WILLIAM L. McLEAN, Pub.

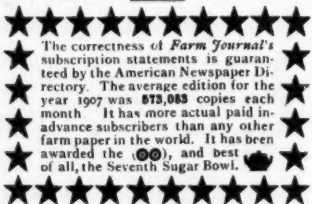
Chester, Times, ev'g d'y. Average 1907, 7,640. N Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1907, 18,511; Sept., 1908, 18,864. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Aug., 1908, 18,370. Largest paid cir. in Harris'bg or no pay.

Philadelphia, Confectioners' Journal, mo. Average 1906, 8,514; 1907, 8,514 (©©).

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1907, 6,806.



The correctness of *Farm Journal's* subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1907 was 872,083 copies each month. It has more actual paid-in-advance subscribers than any other farm paper in the world. It has been awarded the (©©), and best of all, the Seventh Sugar Bowl.

Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1907, 17,903—sworn.

Providence, Daily Journal. 18,872 (©©). Sunday, 26,169 (©©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

Westerly, Daily Sun. Aver. cir. for August, 4,823 (sworn). Largest in south of Providence.

SOUTH CAROLINA

Charleston, Evening Post. Actual daily average 6 mos., 1908, 4,688; June, 6,184.

Columbia, State. Actual average for 1907, daily (©©) 13,082; Sunday, (©©) 13,887. Semi-weekly, 2,907. Actual average for first six months of 1908, daily (©©) 13,314; Sunday (©©) 14,110.

Spartanburg, Herald. Actual daily average circulation for first six months of 1908, 3,289.

TENNESSEE

Chattanooga, News. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

Knoxville, Journal and Tribune. Week day av. year ending Dec. 31, 1907, 14,494. Week-day av. January and February, 1908, in excess of 18,000.

Memphis, Commercial Appeal, daily, Sunday, weekly, 1907, average: Daily, 42,066; Sunday, 61,775; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville, Banner, daily. Average for year 1906, 31,458; for 1907, 36,206.

TEXAS

El Paso, Herald, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1904, 3,827; 1906, 4,113; 1907, 4,038. Exam. by A. A. A.

S Burlington, Free Press. Daily average for 1907, 8,515. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy, av. 1907, 3,136. Only Montpelier paper examined by the A. A. A.

Rutland, Herald. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Av. 1907, 2,711; Sept., 1908, 3,020. Largest circulation. Only evening paper.

WASHINGTON

Seattle, Post-Intelligencer (©©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,983; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, 17,483. Sunday, 28,002.

Tacoma, News. Average 1907, 16,828; Saturday, 17,610.

WEST VIRGINIA

Piedmont, Business Farmer, monthly. Largest farm paper circulation in West Virginia.

WISCONSIN

\$2,800.00

IN ORDERS FROM A \$30 INVESTMENT

A local advertiser in the Janesville, (Wis.) Gazette last week secured \$2,800 worth of orders from one insertion of his advertisement in the Daily and Semi-Weekly Gazette. He used enough space to cover his argument and reached 35,000 buyers with money. Proof of this whole matter if you are interested.

JANESVILLE GAZETTE, Janesville, Wis.

Madison, State Journal, daily. Actual average for 1907, 8,086.

Milwaukee, Evening Wisconsin, daily. Average 1907, 28,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, eve., ind. daily. Daily average for 12 months, 64,869; for Sept., 1908, 66,644; daily gain over Sept., 1907, 4,398. 50% of Milwaukee homes at 7 cents per line.

At 7 cents per line, *the Journal* carries your announcements into 50% of all Milwaukee homes. It requires the combination of the other four publications (at about 21 cents per line) to reach the remaining 50%.

The Journal leads all Milwaukee papers in volume of advertising carried, including dailies with Sunday issues added. *The Journal* is the great classified medium of the State. *The Journal* has made a gain in both circulation and advertising every week in 1908 over 1907.



Oshkosh, Northwestern, daily. Average for 1907, **8,680**. Examined by A. A. A.
Racine, Journal, daily. Average for the last six months, 1907, **4,376**.



The Wisconsin AGRICULTURIST

Racine, Wis., Established, 1877.
 Actual weekly average for year ended Dec. 30, 1907, **86,317**.
 Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office.
 Temple Ct. W. C. Richardson, Mgr.

WYOMING
Cheyenne, Tribune. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA
Vancouver, Province, daily. Av. for 1907, **13,846**; Sept., 1907, **14,720**; Sept., 1908, **16,408**.
 DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, **26,882**; daily Sept., 1908, **38,997**; weekly aver. for month of Sept., **26,778**.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, **16,846**. Rates 56c. in

Winnipeg, Telegram, Average daily, Aug., 1908, **26,008**. Weekly aver., **28,000**. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily **103,823**, weekly **60,197**.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the *Daily Star* for 1907, **62,837** copies daily; the *Weekly Star*, **129,336** copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph* 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (60c), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Tribune publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE Indianapolis News, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,907 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 76,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Sept. 187,572 lines. Individual advertisements, 27,821. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash companies order the rate is 1 cent a word. No ad taken less than 20 cents.



CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by *Am. News-issues*. Rate, 10 cents per line. paper *Dit'ory* Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 50,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 28,276. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa. *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

(GOLD MARK) Gold Mark Papers (GOLD MARK)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (GOLD MARK).

ALABAMA

The Mobile *Register* (GOLD MARK). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1907, 35,486 (GOLD MARK).

GEORGIA

Atlanta *Constitution* (GOLD MARK). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representatives.

ILLINOIS

Bakers' Helper (GOLD MARK), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (GOLD MARK). Actual average circulation for 1906, 15,866.

Tribune (GOLD MARK). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1869. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield *Republican* (☉☉). Largest high grade circulation in western Mass.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal*, (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,953; *The Sunday Press*, 124,006.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk *Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,559. Flat rate.

The *Globe*, Toronto (☉☉), gives quality and quantity in circulation and results.

CANDID CONVERSATIONS

WITH ADVERTISERS

You patronize a good printer and he gives you a good job—you do not dispute that and you pay the bill.

But after the stuff has laid around your office for awhile and its novelty wears off, you begin to have shaky, uncertain feelings about it. Somehow, it doesn't seem to fit. It might be a brilliant success for a soap manufacturer, but you do not make soap. It doesn't harmonize with your proposition. It lacks the qualities and features which you know your printing should have in order to represent your goods adequately and properly.

Consequently, you grow more and more sure that it cannot reach out and take hold and dig in the way it ought to in order to bring results.

What is the reason?

If you had a printing plant on your hands, you would know the answer. There are more different varieties of pickles in the path of the printer than ever came out of Pittsburg. The many demands upon his time and attention are so

imperative that no matter how good his intentions may be, he has not the time and thought to study over the really important things which should be taken into consideration in order to make your printing fit your requirements.

We have none of these troubles.

We do everything connected with printing, except the mechanical work—that we superintend.

We let the printer man figure away at his personal problems, and our printing department has its hands free and its time open for the careful, thoughtful, intelligent study of those fine essentials which make printing really productive.

Good printing is good—our kind is more than good—it takes care of all of those little things which are even more important than the seemingly big things.

The cost is no more than you would expect to pay a printer of the first class—as you will find if you give us an opportunity to estimate.

GEORGE ETHRIDGE.

THE ETHRIDGE COMPANY

41 Union Square, New York City

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of *Printers' Ink* Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

Without reference to the Marathon events, American advertisers have the English beaten when it comes to design, set-up and gen-

Much of the George C. Flint Co. newspaper advertising has been exceedingly good. It has consist-



NO. 1

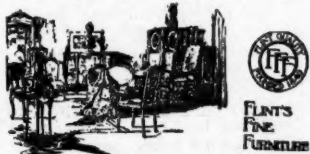
eral appearance. There is always an element of attractiveness in what advertisers do across the Atlantic, and sometimes strikingly original effects are achieved; but in the case of this Poudre d'Amour quarter-page the good and the bad are intermingled. Generally speaking, it is a fault to subdivide any advertisement into too many parts, and this criticism applies to the design marked No. 1.

In design No. 2 the article advertised is more strongly displayed, and the mortise allows sufficient space for a continuous and readable statement of the case presented.



NO. 2

ent and certain character and individuality throughout. An allusion to the design reproduced is



HARMONIOUS FURNITURE

The question of Furniture for the home is a detail of the utmost importance. The correct selection of Furniture should have a distinctly decorative value to the home and should always be a pleasure and comfort. It should be chosen to harmonize correctly with the period of architecture and general ornamentation of its surroundings.

Our vast collection of "Flint Quality" constructed Furniture, as shown on our ten spacious floors, will enable all to make discriminating selections at moderate prices.

Geo. C. Flint Co.

43-47 WEST 23rd ST. 24-26 WEST 24th ST.

made only as a suggestion that very careful consideration should be given to the reproductive qualities of any illustration employed for modern and rapid printing. As used in two-column space, the illustration in the upper left-hand corner turns out very badly indeed, despite the evident care taken to give the details of the scene. It was this very earnest-

illustration of the kind shown is good judgment.

* * *

Here is a trade paper advertisement which purports to show us



Dr. Scott's
Electric **Hair Brush**

Removes Dandruff, Prevents Falling Hair, Relieves Scalp Disorder by invigorating scalp and roots of hair; also relieves headaches, etc. Electric current mild. Brushes—susp. bristles, no wire—are priced according to size and power. No. 1, \$1.00; No. 2, \$1.50; No. 3, \$2.00; No. 4, \$2.50; No. 5, \$3.00. Money back if unsatisfactory. Free testing compass with brush. Book on request. Agents wanted.
FALL HALL ELECTRIC CO., (Est. 1878) 670 Broadway, New York

ness and over-indulgence in detail that made the picture unsuitable for printing on wood pulp paper.

* * *

Dr. Scott may have a reason for applying past art to present advertising needs, as shown in the illustration of a late quarter-page. A woman is shown clinging to a hairbrush somewhat larger than herself, and is personally electrified, judging from the sparks emitting from her draperies. People are not as a rule sentimental when they buy, unless the goods justify it and dandruff, falling hair and scalp disorders are three such serious ailments of this life that it is doubtful whether an il-



This is what it looks like to the man who thinks of building his own shop.

He knows he's got a good device that is bound to sell, but the rub comes in when he considers the costs of manufacturing. He can see his profits ground away in troubles, delays and heavy expenses of all sorts.

If YOU are in such a predicament there's a safe, easy way to get around it. Secure an office (a desk-room will do), spend your money and time on selling and let us tend to the manufacturing. As the orders come in we'll ship your machines under your name. Get our estimates.

Blanchard Machine Company
The Contract Shop
Cambridge, Massachusetts

what a headless man thinks he sees. A head with at least one fairly good eye in it is essential to sight, and a man with no head is a sad economy in space.

The feet of this individual and the box he is sitting on are portrayed with great fidelity, but there was no room for his head. Perhaps the artist who made this picture was strong on feet but couldn't draw heads, but the illustration is far from attractive and not particularly useful.

TRUTH IN SOAP ADVERTISING.

The tendency of the time is toward a higher standard of commercial probity throughout the world. And thankful may we be that this is so. Laundry soaps do not come within the Pure Food and Drug Act, but those who advertise laundry soaps might well remember that untrue and exaggerated statements in their advertisements will not help the sale of their product in the long run. Consistency is a jewel which laundry soap ad-writers do not admire. We have recently seen advertisements containing spirited attacks on rosin, when it is well known that the advertiser uses rosin in other brands. "Our soap is better than anybody else's," or words to the effect that all other soaps are inferior, are also platitudes frequently met with in soap advertising these days.—*Soap Gazette*.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK, BUTTERICK PUBLISHING CO., McCLURE'S MAGAZINE, CURRIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**
Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. K. Western, Proprietor. Established 1877. Booklet.

Nelson A. Chesnutt & Co., Stock Exchange Place, Philadelphia, Pa. Advertising prepared and placed everywhere.

THE BOLTON ADVERTISING BUREAU, 66 John R. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

ADVERTISING MEDIA

THE Saturday Evening Post covers every State and Territory.

THERE are about 1,400 homes in Troy, Ohio; 950 of them buy the *Record* daily, 200 borrow it. There are 600 homes on seven rural routes; 300 buy the paper. Total homes reached 1,450. The *Record* charges for only 1,210 and throws in n. r. m. position. Min. rate 4c., plates.

BOOKS

"1,000 Ways and Schemes to Attract Trade." Gathered from actual experiences of merchants everywhere. There has never before been published anywhere in the world a book like this. If you are looking for a plan to increase sales, you want this book. Price, post paid, \$1.00. Instructive Book Co., 2515 Bridge Ave., Cleveland, O.

COIN CARDS

\$3 PER 1,000. Less for more; any printing, The COIN WRAPPER CO., Detroit, Mich.

COIN MAILER

\$2.60 per 1,000. For 6 coins \$3. Any printing, PYTHIAN PRINT'G CO., Ft. Madison, Ia.

FOR SALE

FOR QUICK SALE—A long-established weekly newspaper (Independent) and job plant in live northeastern Ohio town, 5,000 population. Cylinder and job presses. Paper has good circulation and advertising patronage, including half municipal business. Good job business, but this and advertising can be greatly increased. Account owner's age and ill-health this property must be sold at once. Extremely low figure—less than \$2,000; \$1,200 cash, balance time, or might shade price for all cash. Easily \$3,000 value to live, practical man. Fulltest investigation courted, but don't answer unless you mean business and can act promptly on above cash requirements, as for reasons stated sale must be made at once. Address, "A1 OPPORTUNITY," care Printers' Ink.

HALF-TONES

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO., 560 7th Avenue, Times Square.**

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO., Knoxville, Tenn.**

INDEX CARDS

INDEX CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.**

LETTER HEADS

500 Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$8.85; 1000 each \$12.90. 500 each, good quality, \$7.50; 1000 each \$11.35. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO., Cornwall-on-Hudson, N. Y.**

MAGAZINES

"DOLLARS AND SENSE" FREE—Col. Hunter's Great Book free with ADVERTISERS' MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

NAMES

TEACHERS' names—Any county in Ohio. Just col'd. Record Educational Co., Madisonville, O.

NEW PUBLICATIONS

Mail Order Firms Greatest Book Published, "The Disinherited," handsomely bound. Sells at \$1.00 prepaid. Circulars and electrotypes furnished with your imprint on. Big profits. Write for terms to CENTRAL BOOK CO., Observer Building, Rockville Centre, N. Y. Read "Press" Notices.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

—PATENTS that PROTECT—

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

PUBLISHING BUSINESS OPPORTUNITIES

Fine Fiction Magazine

Circulation about 100,000. Now paying 10%. Owner desires practical man to invest \$15,000 to \$25,000. This is a good opportunity to acquire substantial interest.

HARRIS-DIBBLE COMPANY
Brokers in Publishing Property
253 Broadway, New York

PREMIUMS

HAND turned wood novelties for adv'g and premiums, also Cornwall hand painted ware. Barton & Spooner Co., Cornwall-on-Hudson, N. Y.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (50) Greatest book of its kind. Published annually, 37th issue now ready; free. S. F. MYERS CO., 47w.-49 Maiden Lane, N. Y.

PRINTING

PHOTO-GELATINE printing for the art and advertising trades, effective and lasting. Barton & Spooner Co., Cornwall-on-Hudson, N. Y.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

SUPPLIES

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dep't for pasting mailing wrappers; clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPT., 11 Dearborn Street, Chicago.



Dennison's
TAGS AND BUSINESS HELPS
will put you in touch with more business.
Information and catalogue sent on request.
Dennison Manufacturing Company
Boston New York Philadelphia Chicago St. Louis

WANTS

SHOE FACTORY wants man to solicit mail orders. WRIGHT, Berlin, Wis.

AGENTS wanted to sell adv novelties; 25% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

EDITORIAL POSITION on magazine or trade paper wanted by experienced special writer. Would take department or part-time work. "H. K.," care Printers' Ink.

WANTED—A young man who has had experience enough to fit in to act as assistant to the advertising manager on a newspaper in a town of about sixty thousand people. Address "71," care Printers' Ink.

ADVERTISING MANAGER AND SOLICITOR, completing four years with national magazine, will consider new proposition for coming year. Energetic progressive business builder. "PRODUCER," care Printers' Ink.

Linotype Operator, owning first-class two-letter machine with complete equipment, is open for contract. Splendid opportunity for publisher to have his composition done quickly and satisfactorily. Address "J. S.," care Printers' Ink.

ADVERTISING Manager past 4 years leading daily newspaper, city 50,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance. Address A-1 references, "ENERGETIC," care Printers' Ink.

TRANSLATIONS—Technical and commercial translations from and into Spanish, French and German. Translating of foreign exchanges for trade papers a specialty. Reasonable rates. QUICK SERVICE, Room 519, 108 Fulton St., New York.

N-M-C-R NO MORE CUT ROLLERS INK-DIVIDING BANDS Save many times their cost. Sales agent wanted, U. S. and Canada; big pay; particulars mailed. N-M-C-R COMPANY, Sole Mfrs., 370-372 Smith St. (Phone 926 Hamilton), Brooklyn, N. Y.

TRADE PAPER EDITORS—Experienced writer for the trade press furnishes weekly or monthly New York letter based on personal interview with your trade. Reliable market reports. Reasonable remuneration. QUICK SERVICE, Room 519, 108 Fulton St., New York

WANTED—Advertising men. Experienced Writers, Managers, Solicitors; also openings for Executives, Bookkeepers and Accountants, with publishing experience. Write us to day, stating age, experience and position desired. Service confidential. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN—Advg. solicitor, N. Y., \$25-35; advg. mgr., Ill., \$25-30; advg. mgr., O., \$20-25; bus. mgr., N. Y., \$30; Repn. ed'l writer, Ind.; market reporter, N. Y.; city ed., N. Y.; tel. ed., Ct.; non-union bindery foreman, Ct., \$20-22; also reporters and linotype operators. Booklet free. **FERNALD'S NEWS-PAPER MEN'S EXCHANGE**, Springfield, Mass.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 708 Metropolitan Annex, N. Y.

CAPABLE Printer, 18 years experience, fine catalog and commercial work, wants job as foreman. Good record, best references. "M., Printers' Ink."

Wanted Copy Writer

We wish to add to our staff one of the best copy writers in the business; must have varied retail and agency experience, and be able to produce copy up to our standard—which is second to none.

Salary: The best—no limit to advancement.

L. Roy Curtiss Advertising Co.
Commerce Bldg., Kansas City, Mo.

"LETTERINE"

cards or price tickets to try "Letterine." and we will send you a large sample bottle free. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1827.

We want every dealer or clerk who makes window

SPECIAL OFFER.—Send us six cents in stamps "Letterine" dries jet black and beautiful gloss.

FRANKED HIS AD.

Anson Wagar, for some time United States commissioner at Dallas, who a day or two ago was removed from office by Judge Carland of the United States court, Sioux Falls, S. D., has been made the defendant in an action instituted by the United States authorities, on a charge of using his commissioner frank on postal cards, on which he had a printed advertisement of a personal nature setting forth the advantage of those registering for homesteads in Tripp county to transact their business with him. The penalty attached to the offence is a fine of \$300.

SOUP!

Why not sell soup? Dead easy; everybody uses it; everybody buys swell five piece toilet assortment; 35c profit on every 50c. sale; can you bear it? Our Christmas specials will outsell them all; only manufacturers in this line. Send postal to-day, Davis Soap Works, 481 Carroll av., Chicago.

NEW YORK, Oct. 20, 1908.

EDITOR PRINTERS' INK:

Doubtless many ambitious agents and canvassers who read the above in the New York Herald, Oct. 18, scratched their pates and wondered whether the soup was to be sold hot or cold, in quart tin pails or four gallon buckets.

Peddling soup from door to door is certainly original.

Can't you imagine the busy housemaid being greeted by a suave personage, bearing upon his shoulders a yoke

(such as is carried by Holland dairy-maids) from which are suspended wooden buckets, variously labeled and each containing a different kind of soup?

"Ask the lady does she want any soup to-day?" is likely to become a new front door query.

The advertisement also asks, "Can you bear it?"

Frankly speaking, if our homes are to be besieged by a horde of "soup vendors"—we can't.

Who is this bull up to? Did a Herald linetype operator substitute a "u" for an "a" and an "r" for a "q"? Was he full of soup at the time, or just full of spirits (animal, not alcoholic)? If we wrote to The Davis Soap Works for a trial bucket of soup, would they send us a bucket of soft soap?

R. BIGELOW LOCKWOOD.

Most goods are made to be sold. Occasionally, however, there comes into the store something that ought first to be "exhibited." Nothing like an "exhibition" of a choice thing to tone up a department. Lechenger's (Houston, Texas) advertises a beautiful dinner set of genuine Limoges china, which has been on exhibition in the store several days, and excited remarks on its beauty. Now, after being exhibited, it is to be sold—price one hundred dollars.

A weekly "arrow sale," with the arrow not only pointing out bargains through the store, but a booklet containing the whole list of bargains for the day distributed to shoppers at the door. (Greenhut's, New York).

Business Going Out

Next Spring a big advertising campaign will be started under the guidance of Claude C. Hopkins, the famous one thousand dollar a week copy man of Lord & Thomas. The advertiser is Julius Kayser & Co., New York, makers of the well-known "Kayser" Patent Finger Tipped Glove, who have been absent from the roll of big advertisers for practically three years.

The copy will, for the greater part, be directed to the consumer, and while the glove is already popular, this new campaign will undoubtedly greatly strengthen its position.

New York state papers are being added to the list for the Union Watch Company advertising by J. P. Storm, New York.

Contracts for Michael Stern & Company, clothing advertising, have been sent to newspapers and magazines by the H. Sumner Sternberg Advertising Service, New York.

The advertising of the Isotta Automobile is being placed by the A. W. Erickson Advertising Agency, New York.

Space is being used in daily papers in large cities by Homer W. Hedge & Co., New York, for T. J. McGuire & Co., publishers.

Dizer, Copeland & Co., the Brockton shoe manufacturers, are making new contracts through Mr. Jordan, of the Shumway Company, with Southern and Western dailies.

Vorhees & Co., New York, are placing some advertising for J. O. Walsh & Co., the fiscal agents of the Architects' Standard Bronze Co., in financial magazines.

The Standard Music Roll Company is preparing for a campaign in an extended list of general magazines. The business will be handled by the Frank Presbrey Co., New York.

J. W. Morgan & Co., New York, are placing contracts for 1,134 lines, to be used in 8 insertions, in newspapers, for the *Woman's Home Companion*. Additional copy is to follow.

E. F. Draper, of Nelson Chesman & Co., New York, is sending to newspapers the advertising of the Lyon Drug Company's Nerve Beans.

Spring copy for the Automatic Pencil Sharpener Company is going out to magazines through the H. Sumner Sternberg Advertising Service, New York.

Newspapers, in the Northwest, are receiving 10,000 line contracts for the Kabo Corset, from Williams & Cunningham, Chicago.

C. L. Doughty, Cincinnati, is issuing 5,000 line renewal orders to newspapers for the advertising of the Leach Chemical Company.

Contracts have been received by New York City dailies for the advertising of Marks & Benson Company, clothing. The H. Sumner Sternberg Advertising Service, New York, places the business.

Fall copy for the Tiffany Studios is being sent out to a general list of New York newspapers by the Frank Presbrey Company.

Five thousand line renewal orders are being placed with the newspapers of the middle west for the Hayner Distilling Company by McCavinche & Roberts, Chicago.

It is rumored that Mr. Franklin P. Shumway has just booked the largest order for textile advertising ever given in New England, and that both the magazines and women's publications will receive the business.

It has been decided that the Bendorp's Cocoa people, whose home office is in Holland, will do no American advertising this season.

New England dailies are receiving contracts from the D. D. Co., Chicago, for next year's advertising.

W. W. Mansfield, Portland, Me., is using magazines (November and December) to advertise his mail order jewelry. Some of the business is placed by the J. Walter Thompson Co. and the remainder by the George Batten Agency.

Quarter page copy for Victor Arbutus Cream is going to women's publications through the Stanley-Way Agency, New York. Display copy is also being placed by this agency with women's publications for the Baltic Fur Co.

The Foster Rubber Co. has started a campaign in general magazines for a new arch support and heel cushion.

A few high grade publications are being used for the advertising of J. L. Miller & Co., Quincy, Mass., through the George Batten Agency.

The Home Pattern Co. has opened an office at 161 Devonshire St. Russell Kingman is in charge.

Boston Notes

Wood, Putnam & Wood are sending out orders for 8 inch copy for the advertising of the Barstow Stove Co., Taunton, Mass., to New England papers.

Contracts are going out from the Spafford Agency for advertising the Standard Milling Co.'s Ceresota Flour. One thousand six hundred and thirty-eight inches will be used. New England dailies are receiving contracts from the Gundlach Advertising Agency, Chicago, for 1,000 inches for advertising D. D. D.

W. W. Rawson & Co., seedsmen, are making up their list of publications for next year. The business will be placed by the F. P. Shumway Agency.

Large financial copy for McKeever Bros is being placed in the principal cities by the Spafford Advertising Agency.

C. E. Osgood Co. is using New England papers to solicit mail orders for their furniture. Ellis & Dowst handle the appropriation.

Park & Pollard are using agricultural papers to advertise a general line of goods.

The consumers' Supply Co., Old South Building, are using agricultural papers and a list of Canadian weeklies to solicit consignments of farm produce. The business is placed direct.

The advertising of the Suffolk Silk Co. is now being placed by the New England Advertising Agency, 53 State St. The appropriation is going into women's publications.

The Abenague Machine Works, of Westminster Station, Vt., is making up a list of agricultural papers. Mr. Parkhurst is in charge of the advertising.

The Krey Music Co., 861 Washington St., will consider propositions from dailies or weeklies for the advertising of their sheet music. Their business is entirely mail order and publications that bring returns will be used continuously.

The James T. Wetherald Agency is making up the list for the Lydia E. Pinkham advertising for next year. This agency is also considering a list of magazines and newspapers for the advertising of Vinol.

Large copy is being sent out by H. E. Ayres & Co., 164 Federal St., for the advertising of the Magee Furnace Co. Daily papers are being used in cities and towns where this concern has local dealers.

WANTS THE INTERVIEWS IN BOOKLET FORM.

FRANKLIN P. SHUMWAY COMPANY.
BOSTON, MASS., Oct. 20, 1908.

Editor of PRINTERS' INK:

Have you ever considered the feasibility of re-printing in booklet form interviews that you print regarding the experiences of different advertisers; for instance, Crofut & Knapp Co. in your issue of October 7?

If we could secure these interviews in booklet form suitable for mailing in a 6½ envelope, I should be glad to buy editions of them to mail to prospective customers. I have several times purchased extra copies of PRINTERS' INK for this purpose and sent them out marked, but for some reason they do not seem to attract the attention that I think they would if re-printed in pamphlet shape.

Any suggestions you may be pleased to offer regarding this matter I shall be glad to consider.

FRANKLIN P. SHUMWAY.

A better way would be to send PRINTERS' INK regularly to your best prospects with your compliments. Then when some article of special interest appears, send a postal or letter calling attention to it. A check for \$100 will pay for 100 annual subscriptions. In this way you can have your prospects simultaneously reminded of advertising and of yourself once a week for 52 weeks. Not a bad investment.

DON'T WANT TO MISS A SINGLE NUMBER.

THE MERCHANT AND MANUFACTURER.

NASHVILLE, TENN., Oct. 17, 1908.
Editor PRINTERS' INK, New York:

We feel that we cannot get along without the "Little School Master," as it is brimful of information we are vitally interested in. *It's different*, we read it, we need it, and we would not be without it for double the price, and from the fact that our readers pay in advance for our journal, year after year, we feel gratified to know that in our field we have "A Little School Master."

Our subscription has about expired. Don't let us miss a number. For the enclosed check mark us up for another year.

Yours very truly,

C. W. WEAVER,
Mgr. Adv. Department.

Kaufmann's, "The Big Store," Pittsburgh, Pa., says: "Great will be the waving of handkerchiefs in our Men's Furnishings section to-morrow—for great will be the bargains. For show and use—a big table full of silk-and-linen handkerchiefs, in the newest patterns for Fall—the kind that make such a pleasant show when they just project above the top of the coat pocket—the kind that wash well, made to sell at 19 cents, to-morrow at 9 cents."

What the Big Stores Are Doing

A "personality sale" announcement covering two pages in the Washington, Pa., papers. Each department in the store had its section of this ad, and with the offerings were printed portraits of the department salesmen. The idea was, that the proprietor of the store had gone on his vacation, leaving it to them to clear out summer stock and get ready for fall. The salesmen accepted only on one condition—that they could have their own way in prices. This note from the firm was an interesting feature: "About a year ago we allowed the salesmen to take charge of their respective stocks and inaugurate a clearance sale. They did extraordinarily well—for our patrons. So far as the benefits to us were concerned, we know we did not make any money on the goods sold, but we converted several thousand dollars' worth of goods into cash; and we had the use of the cash. The salesmen are privileged to choose and sell any stocks and fix prices they think necessary to bring a patronage. We agree to stand sponsor for whatever they do, but we reserve the right to be pleased or displeased with what they do do. We know our patrons will get some good out of it whether we do or not." (Coldwell Co., Washington, Pa.)

A special window, filled with women's and children's clothing, each article priced at a dollar, and the Dollar Window advertised generally in daily papers—come and see it. (A. M. Brown, Washington, Pa.)

Five or six cents saved on a yard of dress goods doesn't appear much when a single yard is thought of—and most readers think of a yard. When the saving on a whole dress is figured, however, it is a different matter. A good suggestion to readers to figure that way headed a dress goods sale. (C. K. Whitner & Co., Reading, Pa.)

A big doll makes an excellent leader for bringing out the juvenile trade. It can be made very strong by printing a fine cut of the doll, giving her a name in the ad ("Miss Viola" was the name used in this case) and publishing some particulars as to the color of her hair, eyes, number of teeth she shows, how her limbs are put on, her height, etc. (S. Kann Sons & Co., Washington, D. C.)

The element of suspense, again, injected into a sale announcement by the warning that these goods were on hand when the advertisement went to press, but that it could not be guaranteed that any particular item would be there next morning. But there would surely be other items not enumerated. (Boston.)

"We've got 'em. When a woman comes to us to buy a bed we know that she is in a receptive mood. She is after bed facts; she wants to be 'shown.' Now that's just where we're strong. Our big bed department is one of the most interesting and complete displays in the entire store. Beds at 98 cents! Beds at 75 dollars! And beds at every price between. All kinds of beds, at all sorts of prices; but always more beds and better beds for less money than any other dealer gives, because we're bed specialists." From an advertisement of the Straus-Miller Co., Cleveland, Ohio.

A cordial invitation from Hamburger's, Los Angeles, Cal. "Something new every day. You will find a visit through this big new store one of the most delightful you have ever experienced. Invite your friends. Make up a sight-seeing party. We promise you the best kind of entertainment. Fashion's latest fancies in endless array. Take a ride on the escalator. Visit our emergency hospital. Spend an hour in the big cosy rest room on the second floor. Go up to the roof garden for a magnificent view of Los Angeles. Take a peep at our electric light and power plant and a hundred other things of the most interesting interest. Music by Slocum's Ladies' Orchestra all day."

Coulter Dry Goods Co., Los Angeles, Cal., advertises "Light-as-a-feather linen coats—\$7.50. Of course, heavy, cumbersome wraps are out of the question if you're traveling by rail or motor car these days. But lots of dust is flying, and the heat makes it stick. Why not combine protection and fine appearance? Both are here in these loose wraps of linen and striped poplinettes."

For the lunch-time shopper. Filene's, Boston, Mass., advertises: "If you are in a hurry, shop at Filene's. Prompt noontime service. Extra salespeople from 11 a. m. to 2 p. m."

Spear's, an installment house of Pittsburg, Pa., uses, in an advertisement, portraits of the Republican and Democratic candidates for the presidency, and in connection says: "Just one 'Bill' will do. Just One Dollar Bill is enough for you to get any article of furniture, any rug or carpet delivered to your home during this August Dollar Sale. The voters will take care of these 'Bills'—Spear's credit will take care of your 'bills.'"

Yunker Brothers, Des Moines, Iowa, advertise: "A sea salt bath. 'A dip in the surf' at home. Isn't it a delightful contemplation? Bradley's woodland violet sea salt, borax and ammonia make a bath most exhilarating. 'A breath of fragrance from the woodland!'"

You Can Reach the Farmer to Best Advantage

through the columns of a paper which holds readers because of its value. There are over 78,000 farmers who read the *Tribune Farmer* every week because it carries articles by best known authorities on topics that are of vital interest and inestimable worth.

The Tribune Farmer

therefore offers exceptional value to the agricultural advertiser who appreciates the advantages of reaching the kind of farmers who are not mere tillers of the soil, but who want and have the means to pay for whatever makes for improved methods of farming, individual comfort, or common necessity.

The
Tribune Farmer
154 Nassau St., New York
Western Representatives
PAYNE & YOUNG
Marquette Building Chicago

The Difference Makes It Pay

We want to show you a copy of our journal. It's

A Trade Magazine

The brightest, cleanest, most thoroughly up-to-the-minute trade publication in all the South.

A General Merchants' Journal with a GUARANTEED Net Circulation of Eight Thousand Covering the Southern States Monthly.

The average trade journal is an uninteresting proposition for the busy merchant of to-day.

OURS IS A TWENTIETH CENTURY IDEA COVERING VITAL TRADE SUBJECTS WITH MAGAZINE FEATURES—A trade paper that is read is the one that PAYS advertisers.

We have advertisers with us to-day who started with us nearly fourteen years ago. **THEY GET RESULTS.**

Write for a free copy of our October issue and rate card—**SEE THE DIFFERENCE.**

Big Holiday Trade Number Issued November Tenth, Last Forms Close on Fifth of Each Month.

The general store merchant of the South handles every line of merchandise and is a large mail order buyer—**HE WILL BUY YOUR GOODS.**

Write for a Sample Copy Now. See the Difference That Makes It Pay.

We are one of the big trade papers who recognize the agency. Ask your agent about us.

The Merchant and Manufacturer
NASHVILLE, TENN.
Established 1895

The Entire Truth

about the circulation of

The Des Moines, Ia., Newspapers

as revealed by the recent examination of

The Association of American Advertisers

Comparing the average *paid* circulations for August 1908 with September 1908.

The Register and Leader Gained 3,411

The News	-	-	Lost 3,974
The Capital	-	-	Gained 1,562

93 to 95% of the city circulation of THE REGISTER AND LEADER is PAID.

70 to 73% of the city circulation of the Capital is PAID.

90 to 92% of the "outside" circulation of THE REGISTER AND LEADER is PAID.

80% of the "outside" circulation of the Capital is PAID.

Average net sold Circulation—August 1908.

These figures include only copies *actually paid for in cash.*

The Register and Leader 29,251

Average circulation of THE REGISTER AND LEADER,

September 1908..... **34,013**

Net sold—every copy actually paid for in cash **30,077**

THE REGISTER AND LEADER is a two-cent morning newspaper—

\$4.00 daily and \$6.00 daily and Sunday by mail.

The Capital and News are evening one-cent papers—\$2.00 and \$1.50 respectively by mail.

The examiner reported—"The outside circulation of THE REGISTER AND LEADER covers every county in Iowa."

THE REGISTER AND LEADER
DES MOINES, IOWA

PAYNE & YOUNG, Representatives

New York City, F. P. Aloor, Manager
34 West 33d Street

Chicago, Marquette Building